


Website optimisation | Foundation

**charity
wise**

CRO Maturity Framework



 Template

Instructions

Introduction

Use our maturity audit model to help your charity gain a clear understanding of your operational capability.

If your charity invests in CRO, this framework allows you to compare your skills, tools, and methods to the best optimisation programmes.

By answering a few simple questions, you can quickly assess your CRO maturity and identify steps to improve. Analysing your CRO programme

will help you get more from your investment, enhancing your website's performance faster.

Printing

Recommended to print out at A3 size or larger to be used as a quick reference guide.

1

Highlight which statement in each row most closely describes your organisation. That last word is critical.

2

Maturity is something that happens at an organisational level. It's not about how capable your team is.

3

Remember, a framework diagram is just a tool. It's what to do with it that counts. A full CRO audit goes into far more depth and provides a clear action plan for growing your maturity.

		Level 1 - Beginning	Level 2 - Building	Level 3 - Accomplishing	Level 4 - Advancing	Level 5 - Leading
People & skills	Resources	<ul style="list-style-type: none"> Few dedicated delivery resources available, with limited CRO experience Testing heavily restricted by resource bottlenecks 	<ul style="list-style-type: none"> Experienced CRO resource guiding a mix of shared and dedicated delivery resource Testing still restricted by resource bottlenecks 	<ul style="list-style-type: none"> Mostly self-sufficient team/s, including developers, analysts and experienced CRO resource. A few resource bottlenecks remain 	<ul style="list-style-type: none"> Mostly self-sufficient teams, with access to data science resource Testing not restricted by resource bottlenecks 	<ul style="list-style-type: none"> Entirely self-sufficient teams, not restricted by resource bottlenecks, data science resource embedded into processes
	Team structure	<ul style="list-style-type: none"> Centralised team: targets and activity defined by parent department (e.g. marketing) 	<ul style="list-style-type: none"> Independent centralised team: no longer bound by the objectives a parent department 	<ul style="list-style-type: none"> Large centralised team, multiple de-centralised teams, or a Centre of Excellence structure 	<ul style="list-style-type: none"> Multiple de-centralised teams or Centre of Excellence structure 	<ul style="list-style-type: none"> Experimentation capability embedded business-wide via de-centralised teams or Centre of Excellence
Strategy & culture	Organisation's decision making culture	<ul style="list-style-type: none"> Decisions led by HIPPOs, best practice and entrenched beliefs. Reliable data not a requirement 	<ul style="list-style-type: none"> Still mostly led by HIPPOs etc but experimentation starting to influence smaller business decisions 	<ul style="list-style-type: none"> Data-led decision-making happening in siloes, starting to influence senior leaders 	<ul style="list-style-type: none"> Most decisions led by reliable data. Leadership bought-in. Formal decision processes established 	<ul style="list-style-type: none"> Testing and causal inference now essential to all business decisions. Leadership lead by example
	Velocity of testing & insight	<ul style="list-style-type: none"> Approx. one test per month OR up to 5% of business' testing bandwidth No server-side changes A/B tested Insights rarely uncovered or shared 	<ul style="list-style-type: none"> Approx. one test per week OR up to 25% of business' testing bandwidth No server-side changes A/B tested Test insights shared around immediate team 	<ul style="list-style-type: none"> Approx. 100 tests per year OR up to 50% of business' testing bandwidth Some server-side changes A/B tested Test insights regularly shared widely 	<ul style="list-style-type: none"> Hundreds of tests per year OR up to 75% of business' testing bandwidth Most server-side changes A/B tested High business engagement from test insights 	<ul style="list-style-type: none"> Thousands of tests per year OR more than 75% of your testing bandwidth All server-side changes A/B tested or validated with causal inference Insights provide long-term 'institutional memory'
Tools & technology	Experimentation technology	<ul style="list-style-type: none"> A basic client-side solution using mostly WYSIWYG editors Testing severely limited by technology 	<ul style="list-style-type: none"> Client-side solution with customisations and third-party integrations Testing still severely limited by technology 	<ul style="list-style-type: none"> Client-side and/or server-side solution Manual test monitoring and control processes Some larger test ideas limited by technology 	<ul style="list-style-type: none"> Full-stack solution integrated with business architecture and databases Some automation of test monitoring and control processes Technology enables all test ideas 	<ul style="list-style-type: none"> Full-stack solution integrated with business architecture and databases, with fully automated test monitoring and control processes Technology enables all test ideas
	Data infrastructure	<ul style="list-style-type: none"> Off-the-shelf client-side analytics solution Tagging not validated or maintained Siloed from other data sources Only generic success metrics are tracked 	<ul style="list-style-type: none"> Customised client-side analytics solution Tagging validated and actively maintained Integrated with third-party tools Tracking of some granular user behaviour 	<ul style="list-style-type: none"> Comprehensive analytics solution, enabling manual joining of test data with other data sources Granular user behaviour and many system events now also logged 	<ul style="list-style-type: none"> Test data fully incorporated in the business' core data stack, new processes being established All user behaviour and system events logged Data quality & business guardrail metrics tracked 	<ul style="list-style-type: none"> Test data fully incorporated in the business' core data stack, processing is automated and efficient and all possible events/metrics are tracked Real-time data processing for automatic traffic allocation and test control
Processes & methodology	Research & planning	<ul style="list-style-type: none"> Very little quant. or qual. research Lack of planning process means testing is unfocussed and reactionary Activity often led by HIPPOs 	<ul style="list-style-type: none"> Basic, ad-hoc quant. research but very little qual. Structured hypothesis writing, formal planning and prioritisation processes give program clear focus Activity still somewhat influenced by HIPPOs 	<ul style="list-style-type: none"> Frequent quant. and qual. research Refined planning and prioritisation processes ensure program always focussed on most valuable opportunities Senior stakeholders accept the process 	<ul style="list-style-type: none"> Frequent in-depth quant. and qual. research Formal, standardised processes adopted across all testing teams Senior stakeholders bought into the process 	<ul style="list-style-type: none"> Frequent in-depth quant. and qual. research Formal, standardised processes have been refined across all testing teams Organisation-wide engagement with the process
	Testing & analysis	<ul style="list-style-type: none"> Testing best-practices not known or followed Lack of controls causes numerous bugs/errors Lack of post-test analysis process leads to missed opportunities and wasted test resource 	<ul style="list-style-type: none"> Some best-practices are followed but not documented Some data/process controls in place, reducing technical bugs and statistical errors Basic post-test analysis process includes top-level segmentation 	<ul style="list-style-type: none"> Team follows clear and documented best-practices, further reducing bugs or data issues Post-test analysis often includes granular segmentation, driving better insights and more iterative testing Results and insights are shared widely 	<ul style="list-style-type: none"> All testing and analysis practices are standardised across teams and well-documented, resulting in few technical bugs or data issues Post-test analysis always includes a pre-defined set of granular segments, and results are shared widely 	<ul style="list-style-type: none"> Each experimentation team contributes to the wider process with their own process refinements Automation and granularity are the norm. Results and insights are shared widely, generating interest from across the organisation
Impact		<ul style="list-style-type: none"> Wins are few and far between and are having little to no impact on overall business metrics 	<ul style="list-style-type: none"> Wins and insights gaining attention however tests struggling to make significant impact on overall business metrics 	<ul style="list-style-type: none"> More frequent wins and insights starting to have a measurable impact on overall business metrics and culture 	<ul style="list-style-type: none"> Activity regularly has measurable impact on overall business metrics and is improving the organisation's culture 	<ul style="list-style-type: none"> Experimentation is fundamental to the business' culture and long-term strategy. It is the established mechanism for growth