

Warsaw 04/28/2023

Marek Rogowski
CEO at Yoga Stories Sp. z o.o.

LETTER OF RECOMMENDATION

I worked with Mr. Grzegorz Sękowski as an external eCommerce Manager responsible for optimization and increasing the conversion rate for my online store yogabazar.pl. The conversion optimization project was divided into several stages and spread over several months.

Grzegorz started by preparing an audit of the store's template and conversion rate. Then, Grzegorz prepared a list of improvements. The Conversion Rate Optimization (CRO) process was divided according to priorities, and the potential impact on the business. Next, we selected subcontractors to model UX/UI and implement programming changes in my store's template. Grzegorz was responsible for coordinating the project, introducing panel changes, and monitoring work progress.

Several months of cooperation resulted in a visual refresh of the template and improved the customer's journey. Thus, the bounce rate was reduced, and the average conversion increased by about 12%.

I recommend working with Grzegorz Sękowski as an external expert in improving the online store's conversion rate and as an e-commerce manager.

CEO Yoga Stories Sp. z o.o, Marek Rogowski

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