



Behavioral CRO Opal AI Agent



Uncover subconscious blocks that affect user action without manual audits or expert CRO reviews.

WHAT IT DOES

Analyzes any landing page URL against proven behavioral science principles to identify friction, hesitation, and missed conversion opportunities.

9 BEHAVIORAL CONVERSION DRIVERS ACROSS 3 CATEGORIES:

- Attention & Cognitive Focus
- Motivation & Confidence Building
- Action Enablement

Explore what an **Opal agent** could look like for your team.

Start with our *Optimizely Opal Readiness Assessment*, a complimentary, one-hour session focused on practical next steps.

LEARN MORE →

HOW IT WORKS

- 1 Enter a landing page URL in the chat prompt.
- 2 The pre-built agent evaluates 9 behavioral factors.
- 3 Each factor is scored with supporting insights.

Verndale Conversion Rate Evaluator

Objective

Tasks

Area	Subcategory	Score	Comment
Attention & Focus	Attention & Cognitive Focus	3	The page uses a bold, customer-centered headline "Comprehensive D2C Performance Assessment" and adequate whitespace. However, it lacks prominent high-quality images or videos and animations to capture attention more effectively.
Attention & Focus	Focus Orientation	4	The page features clear top navigation, a strong visual hierarchy with the main headline and form, and highlighted CTA like "Request Information". Content is organized into logical sections such as "About the Assessment". Breadcrumbs are not present.
Attention & Focus	Focus Engagement	3	The form serves as an interactive element, and the narrative effectively guides the user through the problem-solution-benefit. However, the main link to other assessment elements like social...

4 A conversion health report is generated with actionable recommendations.