



"Since I switched to the CAPTCHA eye chart business has been great."

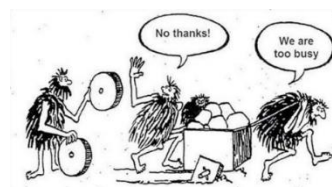
Conversion Failure Myopia

In baseball excellence is defined as converting a pitch into a hit at a rate of [about 30 percent](#). Thus, a failure rate of more than 70 percent is considered very good and that may reflect natural limits on human eye/hand coordination. However, in the game of advertising and marketing the strike-out benchmark for pitches is even lower – in the range of 90 to 98 percent failure – and those dismal statistics are a needless artifact of the immaturity of information technology.

As of September 2016, [Marcus Andrews](#) asserted the conversion rate for U.S. customers from LinkedIn ads at 6.1% was much higher than for [Google queries](#). However, among the major tech platforms, [Forbes](#) recently reported that search engines like Google and Bing have the highest customer conversion rates, at around 8%, more than 1.5 times higher than Facebook's. [According to Larry Kim](#), across industries the average landing page conversion rate has been 2.35%, with the top 25% converting at 5.31% or higher. Ideally, he suggests advertisers should aim to break into the top 10%, with conversion rates of 11.45% or higher.

In the U.S. [about \\$200 billion](#) is now being spent on advertising each year, meaning that \$180 billion or more of it may be directly wasted, not to mention the indirect costs imposed upon consumers. That's more than we spend [supporting veterans](#) and almost as much as the [interest on the national debt](#).

We should expect much better performance by those we allow to command our time and attention. If we remove our blinders and open our eyes, it is not difficult to envision a more enlightened future in which [WYSIWYG](#) is far more precise, when what we see is exactly what we *want* to get, exactly when and where we want it.



Such is the future contemplated by the StratML standard, through far [more explicit linkage](#) of required inputs and processing services to customer objectives in the value chain.