

Dear,

The person who sent you this would like to take part in HumanEyes' training, **"The biggest conversion killers & opportunities AI misses."**

We understand that you want to make sure the training budget is well spent. So here's the essence.

Why is this useful?

AI makes it easier than ever to optimize campaigns, flows, websites and content. But AI often focuses on a single touchpoint, page or element.

People don't simply drop off without a reason. There is always something holding them back: they don't fully trust the offer yet, they don't understand it quickly enough, they don't feel enough urgency, they are faced with too many choices, or they have a doubt that is never properly addressed.

And that is often where the **biggest conversion opportunities** lie. Opportunities you can easily miss when you only focus on individual pages or small optimisations.

In this training, your employee will learn **how to identify and remove these hidden conversion killers** using techniques that **help people understand faster, choose more easily and take action with greater confidence.**

What will they get out of it?

After the training, your employee will have:

- a **practical cheat sheet** to help them recognise behavioural barriers more quickly in future projects;
- **concrete ideas and solutions** to improve the conversion of one of their own campaigns, flows, websites or products;
- **the skills to brief AI more effectively and critically assess** whether its output is actually likely to work.

What is the investment?

It is 950 euro.

For this, your employee **receives a highly practical training based on their own cases, direct feedback and techniques they can apply immediately.**

The training is led by Kaat Declerck, who has more than 10 years of experience applying behavioural psychology to websites, apps and communication for organisations including IKEA, Proximus, bpost, Club Brugge and Loop Earplugs.

Do you have any questions, or would you like several employees to take part? Feel free to email elien@humaneyes.be.

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