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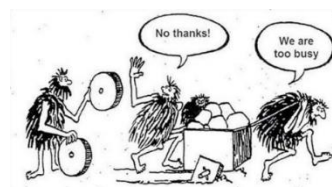
Such is the future contemplated by the StratML standard, through far [more explicit linkage](#) of required inputs and processing services to customer objectives in the value chain.