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	Sommario/riassunto	This book offers 117 concrete applicable behavior patterns for an improved user experience and conversion rate along the customer journey. The author explains how people decide, which unconscious behavior patterns they use, and how these can be addressed in digital marketing. Science now agrees that our brain works with two systems: an emotional-intuitive and a rational decision-making system. The rational system is provided with sufficient arguments in e-commerce, but accounts for only around 5% of all decisions! The remaining 95% of the customer's brain has so far been largely neglected. There, decisions are made based on deeply anchored, unconscious patterns of behavior – the so-called "behavior patterns". Knowledge of behavior patterns makes it possible to finally understand online customer behavior in

depth. This reveals the opportunity to specifically improve the user experience and make your business more successful. The content behavior patterns and how they can be used in the digital environment improving the user experience and your conversion rate library of 117 behavior patterns from awareness to retention framework for identifying suitable behavior patterns ethical-moral limits of use About the Author Philipp Spreer (Ph.D.) is a behavioral scientist and dedicates his professional life to the data-based and needs-oriented approach to customers. He serves as Managing Partner at the digital consultancy elaboratum. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content. The author has subsequently revised the text further to refine the work stylistically and to make it more precise. .