

STRATEGY

How Much Does CRO Cost in India? [Complete Investment Guide 2026]

Key insights and actionable frameworks

01

The Context

What is included in a CRO retainer?

A standard CRO agency retainer at ₹1.5L to ₹3L per month includes: Included Details CRO Audit 7-layer audit at kickoff and quarterly refreshes Heatmap & Session Analysis Ongoing Hotjar/Clarity analysis A/B Test Strategy Monthly prioritized testing roadmap using ICE framework A/B Test Execution

What is billed separately?

Billed Separately Why Landing page design and development Creative production requires design/dev resources beyond CRO strategy Ad creative production Ad assets managed by your performance marketing team Major site redesigns Full redesigns involve engineering scope beyond optimization Custom tool/ca

02 Key Pillars

01

Real CRO ROI breakdown

Let's use real numbers for a funded Indian startup spending ₹10L per month on performance marketing:
Metric Before CRO After CRO (6 months) Monthly ad

02

Real CRO results

Kemberly Home — 250% AOV increase Investment:
CRO retainer for checkout flow optimization Result:
Average order value increased by 250% through
struct

03

In-house CRO vs agency cost

Building in-house CRO requires: In-House Cost Item
Annual Cost (India) CRO Manager ₹12-18L/year CRO
Analyst ₹6-8L/year UX/UI Designer (CRO-focused) ₹8

03 Key Pillars

04

How to budget for CRO

Rule of thumb Allocate 10% to 15% of your monthly performance marketing spend to CRO.

05

CRO pricing models compared

Model Typical Cost Best For Risk Level Monthly Retainer ₹1.

06

Conclusion

CRO retainer pricing at ₹1.

04 Key Pillars

07

Ready to Stop Leaking Revenue?

Book your free CRO audit to discover your biggest conversion opportunities.

Ready to Take Action?

Get expert guidance tailored to your business goals.

[Get Your CRO Audit](#)

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