

STRATEGY

In-House CRO vs Agency: Which Is Right for Your Startup?

Key insights and actionable frameworks

01 The Context

Here's the breakdown of in-house CRO vs agency:

What does an in-house CRO team cost?

Minimum viable CRO team

Role	Monthly CTC (India)	Responsibility
CRO Strategist / Manager	₹1.5L-3L	Research, hypothesis development, test strategy
UX Designer	₹80K-1.5L	Wireframing, prototyping test variants
Front-end Developer	₹1L-2L	Building test variants, implementing winners
Data Analyst	₹80K-1L	

01

What does working with a CRO agency look like?

Typical agency engagement Element Details Monthly cost ₹1.

02

Head-to-head comparison

Factor In-House Agency Monthly Cost ₹4L-8L (minimum team) ₹1.

03

When should you choose an agency?

Scenario 1: You are pre-Series B with under 50K monthly visitors At this stage, the math strongly favors an agency: You cannot justify ₹4L to ₹8L per

03

Key Pillars

04

When should you build in-house?

Scenario 1: You have 50K+ monthly conversions At high volumes, you need multiple concurrent tests across many funnel stages.

05

The hybrid model

The most effective approach for Series A to B startups is often a hybrid: Agency handles: CRO strategy and hypothesis development.

06

How to evaluate a CRO agency

10 questions to ask before hiring What is your CRO process? (Expect structured methodology, not ad-hoc testing) Can you share 3 case studies with spec

04 Key Pillars

07

The decision framework

Choose Agency if: Monthly revenue under ₹1Cr.

08

Conclusion

Most Seed to Series B startups should start with a CRO agency at ₹1.

Ready to Take Action?

Get expert guidance tailored to your business goals.

[Get Your CRO Audit](#)

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