



Non-Intrusive Testing, Targeting, and Acceleration for Web Marketers:
Optimize Everything Without Changing Anything



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Today's Online Marketing Challenge

The greatest opportunity for today's web and mobile marketers is in maximizing conversion rates—the number of visitors who make a purchase, sign up for a newsletter, download a demonstration, submit contact information, etc. Within your site, conversion is a function of how successfully each page persuades visitors to take “one step closer” towards these goals.

Unfortunately, 55% of visitors never click to a second page. And, of the ones who do click, less than 4% result in a sales conversion. The dilemma for web marketers is understanding what will turn a browser into a buyer—and what won't.

While web and mobile marketers can make changes to their site at any time and then observe how the changes affect the behavior of their customers, the problem is that it can be expensive, difficult, and risky to change websites. It can also be difficult to derive meaningful data from the behavior of visitors.

Introducing the SiteSpect Solution

SiteSpect enables web marketers to non-intrusively conduct:

- A/B and Multivariate Testing
- Behavioral Targeting
- Mobile Analytics and Optimization
- Web Performance Optimization (Acceleration)

The SiteSpect approach is unique in that no changes are made to the actual website that is being optimized. Unlike the alternatives, SiteSpect does not require any changes to the HTML or programming code that drives your website. This approach eliminates the need for ongoing IT involvement, allowing you to focus on achieving your website optimization goals while saving you precious time and resources.

At SiteSpect, we approached the challenges of website optimization with a clean slate, years of technological and marketing know-how, and the freedom to build an optimization solution from the ground up based on precisely what web marketers need to succeed. Ours is a solution built on our inside knowledge of web marketing along with a thorough understanding of the business and technical realities of website and mobile testing.

The result of our vision is a technological leap—one that's brought new power to web marketers, and has helped make us the leading provider of non-intrusive optimization solutions since 2004.

But just as important, our product is backed by a passion. And that's our commitment to our clients' success. We're dedicated to delivering and supporting our customers through the expertise of our talented Professional Services team.

By combining proven methods of experimental design and behavioral targeting, SiteSpect enables you to:

- non-intrusively test content variations to determine which ones are most effective at persuading visitors to make purchases, register for new accounts, or adopt self-service functions.
- optimize for the right audience by quickly and easily segmenting traffic based upon the attributes that will ensure that your test results will reveal the most effective changes for your site.
- leverage and test multiple landing page strategies to learn which is most effective on a segment-by-segment basis.
- test, measure, and ultimately deliver the content, layout, and promotional offers that are most effective for each mobile device category.
- speed up site performance and measurably improve both the end-user experience and key metrics such as conversion rates and engagement.



SiteSpect is an automated web-based optimization solution that enables you to non-intrusively conduct:

- A/B and Multivariate Testing
- Behavioral Targeting
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Optimizing Your Website Was Never This Easy



Test Your Way to Success

Using SiteSpect, you can test any number of variations—in any combination—on your website or mobile visitors. Create campaigns to measure the impact of variations in copy, headlines, layout, formatting, imagery, pricing, etc. Want to find out which product description yields the most sales? Which promotional language pulls the most sales leads? Which site registration form generates the most sign-ups? With SiteSpect, you get conclusive answers about the impact of any type of content change on visitor conversion rates without having to change your existing website.

Target Your Optimization Efforts to Customer Segments

When you launch a campaign, you tell SiteSpect exactly which type of visitors to target. For example, if you sell to a broad market, then perhaps you simply want a representative sample of all visitors, such as 5% of all visitors over a two-week period of time. However, if your business targets one or more specific market segments, then SiteSpect lets you target your efforts precisely, even to mobile visitors. With SiteSpect, you can choose from many types of segmentation criteria, including past visitor history, referrals from search engines or banner ads, even customer segments defined by an external data source such as a CRM system.

Get Actionable Answers, Not Just Data

Reporting in SiteSpect is straightforward and robust. During a campaign, SiteSpect collects data for each visitor behavior that you want to measure, such as adding an item to a shopping cart, registering for an account, completing a sale, etc. At any time during a campaign, you can run a report to see how your variations are impacting visitor conversions. SiteSpect shows you how visitors responded during a single visit as well as across repeat visits, so you can even tell if a variation affected the likelihood of a conversion on a return visit.

SITESPECT FEATURES	BENEFITS
Automated Multivariate Testing	Achieves higher response data rates in less time by testing any number of variations, for any number of factors, anywhere on your site, individually or in combination.
Behavioral Targeting	Optimize for the right audience by quickly and easily segmenting traffic based upon the attributes that will ensure that your test results will reveal the most effective changes for your site. Moreover, with SiteSpect's advanced ad hoc segmentation functionality, you can easily identify subsets of users within a test that exhibit similar attributes or behavior—giving you the ability to discover how the different market segments are impacted by each test.
Mobile Analytics	SiteSpect gives marketers a new level of control over mobile content, enabling them to discover how varying types of mobile-optimized content influence user behavior, and ultimate site effectiveness. SiteSpect gives mobile marketers and analysts the ability to test, measure, and ultimately deliver the content, layout, and promotional offers that are most usable and compelling for each mobile device category.
Web Performance Optimization (AMPS™)	Speed up site performance and measurably improve both the end-user experience and key metrics such as conversion rates and engagement. Using its non-intrusive platform, SiteSpect AMPS accelerates the delivery and rendering of both web and mobile content through a variety of on-the-fly speed optimization techniques. The result? A faster, "snappier" user experience that requires no coding, no software installation, and no site modification.
Web Analytics Integration	SiteSpect Web Analytics Tag Transformation and Segmentation (WATTS™) is the industry's first and only solution that allows you to view and segment campaign data within any major third-party analytics system.
Unique Non-Intrusive Approach	Eliminates the need (and associated costs) for ongoing IT or web design involvement to support tests, enabling marketers to focus on achieving their website optimization goals.

About SiteSpect, Inc.

SiteSpect provides the world's only non-intrusive optimization platform, enabling web and mobile marketers to significantly improve key metrics such as conversion rate and engagement. SiteSpect's solutions include rapid A/B testing, multivariate testing, behavioral targeting and personalization, landing page optimization, mobile web optimization, and web performance optimization. With SiteSpect, marketers enjoy unmatched speed and flexibility without the need for ongoing IT involvement. SiteSpect's patent-pending technology and professional services are used by many of the world's leading online businesses, such as Wal-Mart, Staples, Mozilla, JCPenney, MTV, ASOS, Overstock.com, VEGAS.com, and Unitrin. For more information, visit www.SiteSpect.com or call 617-859-1900.

SiteSpect is available as a hosted ASP or Enterprise solution, and can be up and running without having to make a single change to your site.

Contact us today to see for yourself the power and flexibility of SiteSpect:

- www.sitespect.com
- info@sitespect.com
- 617-859-1900

SITESPECT

SiteSpect, Inc.
10 Milk Street, Suite 820
Boston, MA 02108

617-859-1900
info@sitespect.com

www.sitespect.com