



Non-Intrusive A/B and Multivariate Testing for Web Marketers: Test Everything Without Changing Anything



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Today's Online Marketing Challenge

The greatest challenge for today's web marketers is 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 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 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. The SiteSpect approach is unique in that no changes are made to the actual website that is being tested. 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 or web design involvement before, during, and after running tests—allowing you to focus on achieving your website optimization goals and 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 a web 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 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 A/B and multivariate testing 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 to provide you with as much or as little support as you need to ensure your success.

By combining proven methods of direct response testing and experimental design, SiteSpect enables you to:

- Determine which changes improve conversion rates by testing them on a subset of visitors.
- Test multiple variations across your site, simultaneously.
- Optimize your site for specific customer segments.
- Perform these tests and optimizations in real time.
- Make no modifications to your existing site. No technical expertise is necessary.



SiteSpect is an automated web-based multivariate and A/B testing solution that enables you to:

- Create variations of site content
- Run tests on actual site visitors
- Analyze results in real time

Testing and Optimizing Your Website Were Never This Easy



Optimize your Conversion Rates to Win More Customers

Using SiteSpect, you can test any number of variations—in any combination—on your website’s visitors. Create test 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 test campaign, you tell SiteSpect exactly which type of visitors to test. 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. 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 test 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 test 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.
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.
Concise, Decision-Oriented Reports	Charts and graphs that give you conclusive answers, with statistical details to support the results.
Sophisticated Test Campaign Scheduling	SiteSpect lets you run test campaigns individually or concurrently—you can even schedule test campaigns in advance.
Reusable Test Campaign Elements	Save time by creating new test campaigns using elements from previous test campaigns. SiteSpect’s library stores your previous variations and test criteria.
Track and Analyze Visitor Behavior	SiteSpect lets you track not just individual actions, but sequences of actions, such as how specific click-path variations affected behavior across visits.
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 multivariate testing data within any major third-party analytics system.

About SiteSpect, Inc.

SiteSpect provides the industry's only non-intrusive multivariate testing and behavioral targeting solution, enabling web marketers to optimize their websites across any browser, including any mobile device. With SiteSpect, marketers enjoy unsurpassed speed and flexibility for optimizing all aspects of their site, without the need for ongoing IT involvement. SiteSpect's patent-pending technology and professional services are used by some of the world's leading online businesses, including Wal-Mart, Staples, Mozilla, Newegg, JCPenney, MTV, Cabela's, Overstock.com, VEGAS.com, iStockphoto, and Unitrin Insurance.












that was easy™













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:

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SITESPECT

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