

Seven Advantages of SiteSpect's Non-Intrusive Approach to Multivariate Testing

"SiteSpect shone in its ability to support our requirement for the quick implementation of tests. Our marketing and product staff don't have to plan and schedule a test weeks in advance, waiting for internal IT resources or a vendor's implementation team to become available."

Mike Brown

Vice President of Internet Marketing, VEGAS.com

If you're like most web marketers, you want to discover and measure what's working on your site to increase conversions, leads, and registrations. It's also important to know (and avoid) what changes would negatively impact your website goals. Multivariate testing is a method that helps you understand both what's working and what isn't working in order to optimize your site.

Problems with Traditional Approaches

The problem is, traditional approaches to multivariate testing require a great deal of time, money, and resources. For example, JavaScript-based testing solutions require you to make changes to your site's underlying HTML or programming code. The changes typically involve placing JavaScript tags into each page that you want to test, enabling you to swap content into pre-defined slots within each web page. This approach is considered *intrusive*, because you are required to modify your website in order to set up or remove your test campaigns.

Another approach, known as embedded testing, removes some of the limitations that exist with JavaScript-based testing solutions, but requires extensive alterations to the software and processes needed to create, manage, and publish content to your website. Embedded testing includes API-driven installed software products and frameworks, application server modules, and in-house solutions. In addition to requiring significant IT involvement for the initial implementation, embedded testing software typically requires ongoing IT involvement for each new test that is implemented.

No Page-Tagging or IT Needed with SiteSpect

What is needed is a *non-intrusive*, easy-to-use, self-service solution that enables web marketers just like you to test everything without changing anything. And that's where SiteSpect comes in.

Multivariate testing with SiteSpect 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.

Instead, SiteSpect makes all your content changes on the fly, as they're being served by your website, and shows them to the appropriate visitors. All of the changes occur after the content leaves your web server and before being delivered to the browser, without the need to make any changes to your existing website or web server, and without visitors knowing that they are being tested.

This approach simply eliminates the need for ongoing IT involvement before, during, and after running tests—allowing marketers to focus on achieving their website optimization goals, as opposed to waiting for technical hurdles to be solved.

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So what does that mean to you? Unlike the alternatives, SiteSpect's unique, non-intrusive approach delivers seven distinct advantages:

- 1) Tests can be created, run, and analyzed without any involvement from your IT staff or website development resources.** SiteSpect's wizard-driven campaign creation feature enables you to implement test campaigns quickly and cost effectively. Since no changes are made to the actual pages you are testing, you avoid the need for IT and QA resources.
- 2) Any and all content can be tested, whether it's static or dynamic.** SiteSpect can test content variations on pages that are formatted using virtually any mark-up language (e.g. HTML, WML), stylesheets (CSS), or scripting language (e.g. JavaScript). Within those pages, SiteSpect can test variations of virtually any type of content.
- 3) All user actions can be tracked.** SiteSpect's analytics capabilities are based upon an event-based model that allows you to measure every page viewed and every action taken while users visit your site. Even the content within a page, such as cart or checkout value, can be tracked.
- 4) Testing is invisible to end users.** SiteSpect presents content variations to the browser without the use of any special tags that can be detected by inspecting the page or underlying source code.
- 5) There are no end-user software or browser requirements.** Since SiteSpect doesn't rely upon JavaScript operations for generating content variations, you don't have to worry about what browser, version, or settings your users have. In fact, with SiteSpect, you can even test and track users who:
 - have disabled JavaScript and/or cookies
 - have browsers that don't support cookies
 - have chosen to only accept temporary session-based cookies
 - are using any type of mobile device.
- 6) There is no impact to your Search Engine Optimization efforts.** SiteSpect automatically excludes search engine spiders from seeing and indexing your test variations. Instead, when spiders visit, they are shown the original, non-test content as it exists on your web server. Thus, organic search engine rankings are never affected by SiteSpect.
- 7) All pages can still be monitored for availability and performance within your datacenter.** Because SiteSpect renders all of your content variations before each page leaves the datacenter, your IT staff can continue to use performance monitoring tools, such as Tealeaf, to ensure that your customers don't encounter any performance issues when visiting your site.

Want to learn more about how SiteSpect stacks up against the competition? We encourage you to read our [whitepaper](#) entitled *The SiteSpect Difference: A Unique Non-Intrusive Approach to Multivariate and A/B Testing*.



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