

## A/B and Multivariate Testing for Web Marketers Optimizing Conversion Rates from Landing Page to Checkout

### Optimize your conversion rates to win more customers

SiteSpect enables web marketers to 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. Designed for web marketers and analysts, SiteSpect is an automated web-based solution that enables you to:

- create variations of site content
- run tests on actual site visitors
- analyze results in real-time

### Non-intrusive testing means zero site changes

SiteSpect is the first and only solution that enables you to *non-intrusively* test web content and optimize conversion rates. Because it doesn't require you to change your site, SiteSpect is 100% turnkey, saving you and your IT department both time and money.

### Multivariate and A/B split testing

Test as many content variations as you like – and track any sequence of conversion behavior – all through an intuitive web-based interface. Let SiteSpect's wizard design a test to meet your conversion goals. In a matter of minutes, SiteSpect guides you through selection of site elements, behavioral metrics and campaign options, resulting in a ready-to-activate test campaign.

### Create and test variations of your dynamic content

Dynamic content elements such as catalog listings, navigation and search results are just a few of the areas that you can test with SiteSpect. Whereas JavaScript-based testing products only test static content, SiteSpect has no such constraints. Your entire site literally becomes a test lab where any content change may be tested and validated.

### On-the-fly variations of both HTML and non-HTML content

During a test campaign, SiteSpect creates variations from your live content – on the fly – as visitors surf through your website. SiteSpect's flexible architecture handles variations within HTML as well as non-HTML content such as CSS style sheets, Flash movies, and even WAP/WML wireless content.

### Test visitors without requiring cookies or JavaScript

When your visitors don't accept cookies or disable JavaScript, it throws a wrench into your testing and tracking efforts. If you're only able to test visitors with lenient browser settings, then you risk skewing your data with "browser bias". SiteSpect avoids these problems because it doesn't use JavaScript or 3rd-party cookies, and even works effectively without cookies. You get only the cleanest, most statistically accurate data available from all visitors.

### Track any type of visitor conversion behavior

Do your conversion indicators include multimedia clips, PDF files or software downloads? Unlike JavaScript and page-tagging products that only track the initial click, SiteSpect is uniquely able to track *consumption* of content. For example, when testing alternate streaming video clips, you'll know which one held visitors' attention for a longer period of time.

### Target your efforts with Lifetime Visitor Profiling™

SiteSpect's Lifetime Visitor Profiling enables you to target your testing efforts and optimize your site around your most valuable customers. Segment your visitors by RFM history, landing page, PPC search terms, past conversion behavior, and more. You can even import and test segments defined by your external CRM system.

#### See SiteSpect in action

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.

Via telephone at: (617) 859-1900  
On the web at: [www.SiteSpect.com](http://www.SiteSpect.com)