

# SiteSpect Professional Services

*“The productivity of the solution has been remarkable. After working with SiteSpect’s team to define the site elements that we want to test, the tests are ready to go within one or two days. All of this gets done without us needing to tag pages or rework content. The speed and flexibility of the SiteSpect solution are proving to be instrumental in optimizing our Web presence.”*

**Geoff Smith,**  
Vice President,  
ShopNBC.com

## **A full range of services — how can we help you?**

We know you’re committed to learning what works on your website and what doesn’t. Whether you are seeking to increase conversions, leads, or registrations; test any element of your website; or target your tested content, SiteSpect offers a complete non-intrusive optimization platform that will deliver the answers you need.

To ensure your success, SiteSpect provides a full range of Professional Services. Whether you are looking for some extra help getting started or require ongoing multivariate testing or behavioral targeting support, SiteSpect’s Professional Services team can provide you with the resources and insight you need to be successful. For customers who don’t have all the internal resources they need to establish and manage a successful optimization program, SiteSpect can help. We’ll serve as your outsourced testing team, combining best practices and site optimization expertise to deliver a complete program.

SiteSpect Professional Services will scale to meet your needs, providing personalized training and guidance on everything from planning, strategy, best practices, campaign design and setup, targeting, web analytics integration, segmentation and behavioral targeting strategies, and more.

SiteSpect’s team of business, technical, and analytics experts will provide you with training and guidance for your optimization success, including:

- **Developing a metrics-driven optimization roadmap:** We’ll review your business objectives, site goals, targeting and testing ideas and work together to define and develop an efficient multi-phased approach. SiteSpect’s Optimization Consultants provide insight and expertise to ensure you are set up for success from the beginning.
- **Building successful campaigns that address key business objectives:** Once the priorities and schedule have been established, it’s time to get to work. SiteSpect will design and develop campaigns and work closely with your business and technical stakeholders to ensure that your campaigns have a substantial impact on your site performance. While campaigns are running, we’ll provide ongoing oversight, monitoring for anomalies and fine-tuning as necessary for optimal results.
- **Measuring and analyzing holistic performance metrics:** The impact of your campaigns is rarely indicated by a single metric. Leveraging SiteSpect’s ability to track and combine multiple behaviors into a single metric, we’ll work with you to develop a measurement strategy that will reveal the true impact of your campaigns.
- **Creating a successful internal optimization team:** In addition to providing personalized training sessions for your optimization team, SiteSpect can help you build the internal expertise required to manage an effective optimization program.



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In addition, we provide our clients with a full range of services related to:

- **Web analytics integration:** Not sure how to maximize the value of testing together with web analytics? We can help you integrate SiteSpect with your current web analytics tool and show you how to derive the most value from the integration.
- **Performance optimization project implementation and management:** Leveraging SiteSpect AMPSTM, we'll help you understand how your web site performance impacts your online success. By testing various acceleration techniques, we'll improve your web site performance and measure the impact on key business metrics.
- **Mobile site optimization services:** Optimizing your mobile site across multiple devices requires a combination of targeting and testing techniques to address a wide range of capabilities and limitations. We can help you develop a targeted strategy that will drive your mobile success.
- **Segmentation and targeting strategies:** In order to target your testing efforts and optimize for the right audience, we'll help you quickly and easily segment your traffic based upon the attributes that will ensure that your test results will reveal the most effective changes for your site.
- **Best practices:** We've worked with hundreds of clients and have seen first-hand the keys to success in managing a successful optimization program. Let us share these best practices to gain the most out of your investment in SiteSpect.
- **Knowledge transfer:** SiteSpect can train qualified personnel in the design, creation, and analysis of SiteSpect campaigns.

### **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](http://www.SiteSpect.com) or call 617-859-1900.



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