

# 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

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

To ensure your success, SiteSpect provides a full range of Professional Services. Whether you just need 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. 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 can help you with:

- **Test Strategy & Design:** We’ll review your business objectives, site goals, and testing ideas and work together to develop a multi-phase test plan. SiteSpect’s web analysts provide insight and expertise to ensure you set up smart tests from the beginning.
- **Test Development:** SiteSpect creates test campaigns containing the test elements identified in the Test Strategy & Design phase.
- **Final Pre-Test Reviews:** Using SiteSpect’s exclusive Preview capability, you review and approve all test campaigns before launch, without making any changes to your site.
- **Test Campaign Management:** SiteSpect conducts ongoing management of test campaigns, monitoring them for any anomalies and fine-tuning them as necessary for optimal results.
- **Results Analysis:** In addition to your access to real-time reports on demand, SiteSpect will provide regular updates that identify key findings within current test campaign results.
- **Knowledge Transfer:** SiteSpect can train qualified personnel in the design, creation, and analysis of SiteSpect campaigns.

## **The SiteSpect JumpStart Program:**

For customers who don’t have all the internal resources they need to establish and manage a successful testing program, SiteSpect’s JumpStart program can help. We’ll serve as your outsourced testing team, combining best practices and site optimization expertise to deliver a complete testing program.



# SITESPECT

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