

# 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 solution that will deliver the answers you need.

To ensure your success, SiteSpect provides a variety of Professional Services, which are delivered via its JumpStart Program or as separate à la carte services. In most cases, SiteSpect’s Professional Services can be delivered remotely, without incurring travel expenses.

## The SiteSpect JumpStart Program:

By combining our SiteSpect test implementation expertise with your ideas for optimizing web conversion rates, the JumpStart Program is designed to get you quickly running successful A/B and multivariate tests while minimizing the impact on your resources.

The JumpStart Program is comprised of the following activities:

- **Test Strategy & Design:** Share your site goals and testing ideas with us and we’ll work together to develop a test strategy and plan. SiteSpect’s web analysts provide insight and expertise to ensure you set up smart tests from the beginning. (Customers are responsible for developing test elements that require creative design, such as images and graphic artwork.)
- **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 conduct up to two one-hour telephone briefings per week to review test campaign results. In addition, at the conclusion of each test, SiteSpect will deliver a brief summary of lessons learned and recommended actions.
- **Knowledge Transfer:** At the conclusion of the JumpStart Program, SiteSpect will train qualified personnel in the creation of SiteSpect test campaigns.

## SiteSpect à la Carte Services

All of the services provided as part of SiteSpect’s Jumpstart Program may be obtained on an à la carte basis. Choose any area where you’d like our help or expertise and we’ll provide a custom quotation.

- A/B and multivariate testing strategy
- Test campaign creation, scheduling, and monitoring
- Test performance analysis and recommendations
- Web analytics integration
- Segmentation and behavioral targeting strategies
- Training and best practices



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