

Run Successful Tests!

(By Avoiding These Five Errors)

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Agenda

- Introduction to SiteSpect
- Five multivariate testing errors to avoid
- Sum up & Q/A

Who & What is SiteSpect?

- A/B and multivariate testing solution
- Unique *non-intrusive* approach
 - No tags, no site modification
 - Integrated with all web analytics systems
- Built for marketers, self-service
 - We train you to adopt a process for continuous, ongoing experimentation
- Professional services available

Select Clients



Introducing the infamous five

1. Improper factoring
2. Running a multivariate test too short/long
3. Tracking or analyzing wrong KPIs
4. Not targeting or segmenting
5. Not taking action on results!

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1. Improper factoring

What is factoring?



Hard to taste individual flavors...



Able to isolate what tastes good,
and what doesn't...

1. Improper factoring

- Poor (or no) isolation of individual changes
 - Caused by laziness and/or tool constraints (“it’s easier to merge all the changes...”)
- For example, changing a headline’s text, font color and font size, all at the same time:

Buy one, get one free

Get two for the price of one

- This should be 8 versions, not 2!

1. Improper factoring

- Why is this problematic?
 - It's difficult or impossible to isolate the impact of each individual change ... was it the font color and/or the text that caused the visitor to behave differently?
 - Can't detect interaction effects, where the whole is greater than the sum of the parts.
- How SiteSpect helps:
 - Create factors in minutes and preview “live” for QA
 - Can apply changes incrementally on the same page/content.
 - Helps with site optimization

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2. Running a test too short/long

- Stopping a test early because you think you have a winner
- Letting a test run too long because you don't yet have a winner

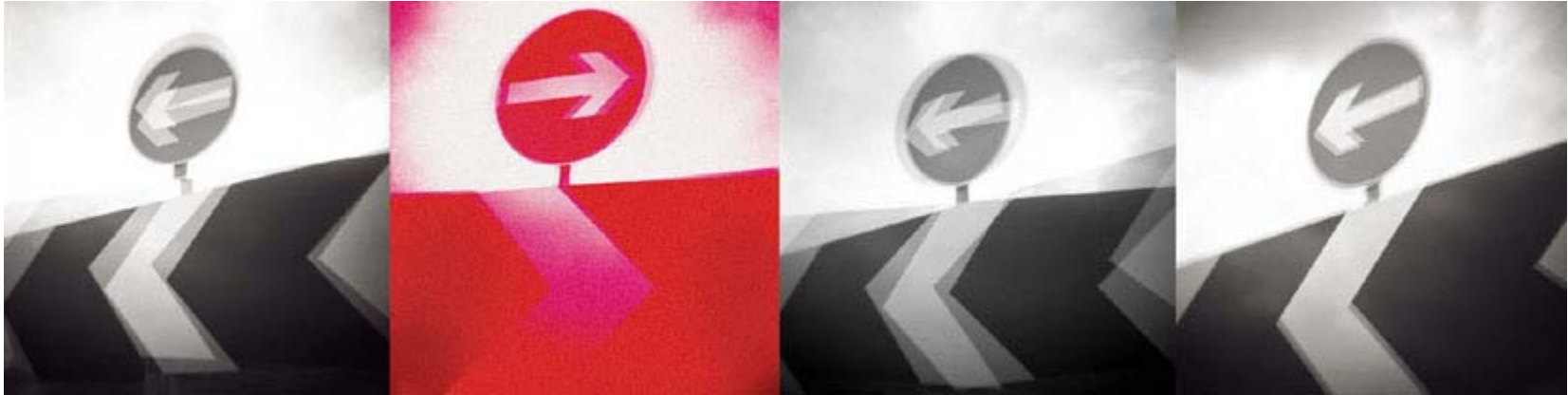


2. Running a test too short/long

- Why is this problematic?
- Running a test too short ...
 - Increases risk of false positives, and false negatives
 - Increases time bias from events and/or conversion cycles
- Running a test too long ...
 - Increases risk of wasting time waiting for marginal results
 - Consumes sample that could be applied towards another test
- How SiteSpect helps
 - Sample size estimation wizard
 - Real-time test execution, data processing, and analytics

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3. Tracking or analyzing wrong KPIs



- Measuring at key performance indicator that is too far upstream (in the funnel) from the ultimate goal
- Measuring only one key performance indicator when there are multiple indicators and/or goals that matter

3. Tracking or analyzing wrong KPIs

- Why is this problematic?
 - Risk that the measured KPI improves, but at the expense of another (untracked) KPI
 - Risk that the measured KPI is actually a bad predictor of the ultimate goal
- How SiteSpect helps
 - Tracks *interactions*, for full insight into visitor behavior to help you with behavioral targeting
 - Micro-KPIs: time-on-page, hover-overs, Ajax events, cart selections, media consumption, etc.
 - Macro-KPIs: pageviews, visit time, loyalty/repeat visits

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4. Not targeting or segmenting

- Optimizing your site or multivariate test campaign for anyone and everyone
- Not targeting tests to include good visitors (and exclude bad visitors)
- Not segmenting results



4. Not targeting or segmenting

- Why is this problematic?
 - Not all visitors are the same
 - Different stages of the buying/customer cycle
 - Some are in the wrong place (noise!)
- How SiteSpect helps
 - Robust targeting based on behavior, PPC, uploaded profiles/definitions, and a dozen more types
 - Lifetime Visitor Profiling™, built-in data warehouse
 - Integrated with web analytics (SiteSpect WATTS™)

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5. Not taking action on results!

- Not making the winning changes to your site (you and/or your IT dept.)
- Not taking what you've learned and running another test (iterative test-learn-repeat)



5. Not taking action on results!

- Why is this problematic?
 - No momentum gained
 - No ongoing strategy applied
 - No realization of test results
 - Underwhelming ROI
- How SiteSpect helps
 - Training you for self-sufficiency, with help when you need it
 - Wizard-driven testing tool
 - One-click winner promotion through QuickChange™

The SiteSpect Advantage

- Built for self-service by marketers
- Non-intrusive: no site changes necessary
- Professional services available
- No tagging; fast, wizard-driven test setup and launch
- Tracks more than hits – time, value, data transfer
- Behavioral targeting with Lifetime Visitor Profiling™
- WATTS™ - integrated with all web analytics
- One-click winner promotion with QuickChange™