

Technical Brief: Understanding SiteSpect

The Secret to Non-Intrusively Testing Content Changes

It's All in the Box

The SiteSpect multivariate test platform is an external solution that runs separately from your website. Sitting between your website and its visitors, SiteSpect monitors web traffic and manipulates live content as it travels over the Internet.

This unique patent-pending approach represents a new generation of website conversion optimization capabilities.

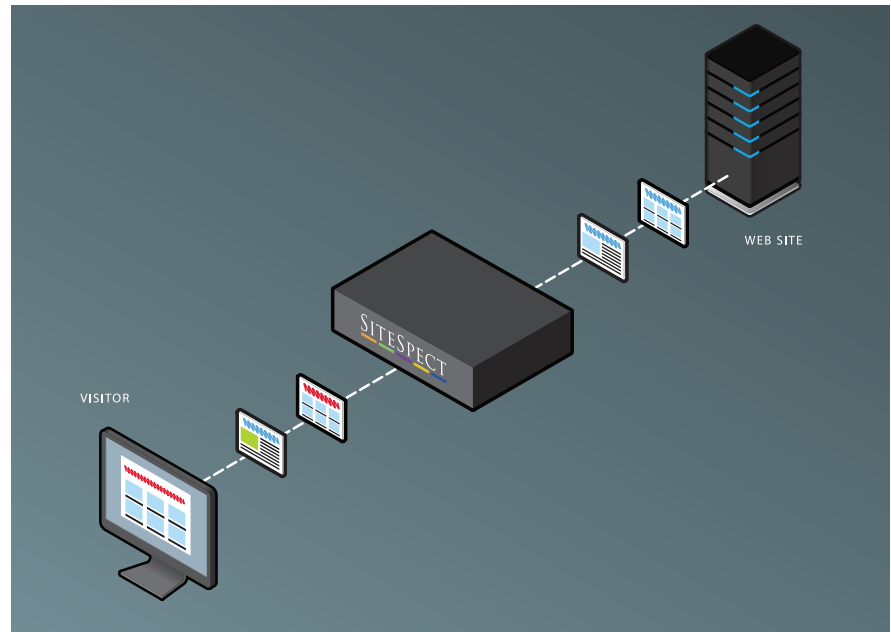
What's Inside?

4 key functions are performed inside of SiteSpect:

- Content Swapping
- User Behavior Tracking
- Targeting
- Reporting & Analysis

Like a filter, SiteSpect swaps regular content for changed content, applying variations to your web pages as they are served to your tested visitors. This important capability can manipulate virtually anything on your website—from simple text strings to layouts to complete or partial substitutions of graphics, styles, or entire web pages.

There's **never any JavaScript or page tagging necessary**—instead, SiteSpect dynamically manipulates the HTML, CSS, or whatever form defines your content. The changes occur in realtime as your website serves content to your visitors. It doesn't matter if the content is static or dynamic. You simply tell SiteSpect



the URL's of the content you want changed and SiteSpect applies the variations whenever that URL is served.

A single set of variations of the same content can run in one test—an A/B test. Or, multiple variations can run simultaneously—a multivariate test.

Measuring the Impact

With content swapping as the first step, the next step is to determine if your visitors convert at a different rate relative to the variations they see.

SiteSpect tracks conversion by monitoring the behavior of the visitor at one or more Response Points. The most basic Response Point is hit when the visitor arrives on a particular web page. For example, if your

website serves the page saying "Thank You for Your Purchase," then SiteSpect knows that a product purchase has occurred. To detect this Response Point hit, SiteSpect matches the URL representing the "Thank You" page—or SiteSpect can simply match the "Thank You" text, regardless of the URL.

Other powerful conversion metrics are possible thanks to SiteSpect's unique approach. For example, dynamic content such as shopping cart value and average order values are tracked by capturing these values from the pages as they are served to visitors. Page views, dwell time, and data transfer are also tracked by SiteSpect, allowing you to run tests that optimize visitor stickiness.

Putting it All Together

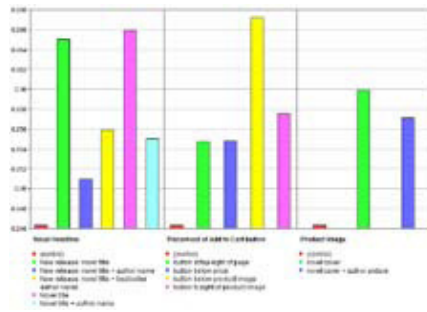
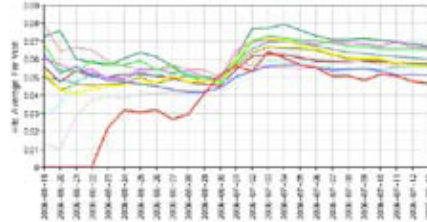
The central point of control is the SiteSpect Control Panel. Available from any web browser, the Control Panel provides a single interface for defining tests and viewing SiteSpect's realtime reports.

Built for collaboration, SiteSpect's multi-level access control system lets different members of your organization serve different roles within the lifetime of your Test Campaign. For example, you can restrict Test Campaign activation to senior team members while other members create the various elements that comprise the Test Campaign.

Creating and activating the Test Campaign is a snap. After your variations and response points have been created and previewed, the Test Campaign administrator activates the Test Campaign Wizard from the SiteSpect Control Panel. This wizard walks the test administrator through the process of gathering the necessary elements for the Test Campaign. The administrator can also set the percentage of website traffic sent to this test campaign, leaving the balance of traffic available for other Test Campaigns.

Results You Can Bank On

After the Test Campaign is activated, test results are available in realtime through the SiteSpect Control Panel. You also can export the results or feed realtime data into any Web Analytics system.



SiteSpect's reporting engines generate multiple views of Test Campaign performance: These include tabular statistics and graphical time-trend analysis of the data.

Only SiteSpect

SiteSpect is the first and only non-intrusive conversion optimization platform. Only SiteSpect allows you to run complex multivariate tests on any kind of content, including CSS, XML, Ajax, etc. Only SiteSpect allows you to test without the need for page tagging and extra JavaScript. And only SiteSpect allows you to test any kind of dynamic content without modifying your website.

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 website. 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

SiteSpect FAQ

Q: Do we store our web pages on SiteSpect?

A: No. The only thing that's stored on SiteSpect are the definitions of the tests. None of your website content is stored on SiteSpect.

Q: Will SiteSpect slowdown my website?

A: No. SiteSpect is a high-performance system employing advanced content acceleration techniques. In fact, the presence of SiteSpect typically streamlines your page load time by 10-20%.

Q: Can I run tests on my SSL content?

A: Yes. Any SSL traffic that passes through SiteSpect can be tested. Your SSL web traffic remains encrypted and security is not compromised.

Q: Will SiteSpect harm my search engine rankings?

A: No. SiteSpect automatically excludes search engine crawlers from tests. Thus, there is no risk of impacting your rankings due to a SiteSpect test campaign.

Q: Are my tests limited to one page? Can variations run on more than one page?

A: Any combination of variations, whether concentrated on one page or spread throughout your site, can comprise a SiteSpect test campaign. Variations can also be defined to run on multiple pages. For example, testing a new logo, header, or other page element across your entire website can be defined in a single variation that will apply universally across your website.

Q: Do visitors see the same content when they return to the website?

A: Yes. As long as the test campaign under which they were tested is still active, the returning visitor will be shown the same content variations.

SITESPECT

SiteSpect, Inc., 10 Milk Street, Suite 820, Boston, MA 02108 617-859-1900 www.sitespect.com

© Copyright 2011, SiteSpect, Inc. All rights reserved.

SiteSpect is a registered trademark of SiteSpect, Inc. All other products are trademarks or registered trademarks of their respective owners.