

Introduction to Maxymiser Professional Services

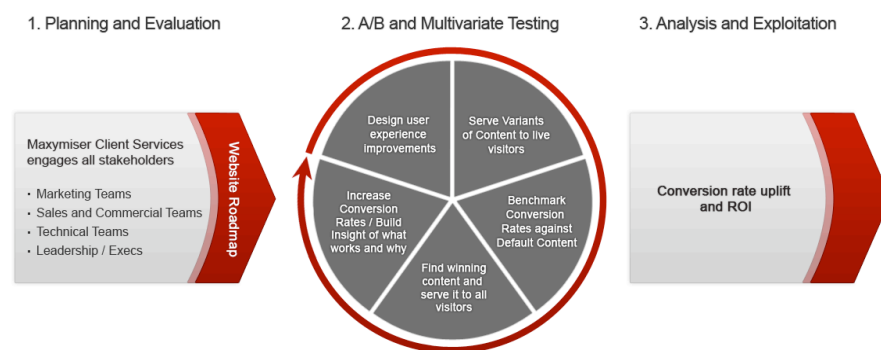


Pro-active leadership from the Experts

Since our inception we have had a singular, relentless focus on delivering the most effective website Conversion Management solutions to our clients. We have no wider product portfolio distractions enabling us to develop the most comprehensive suite of services in the industry. We routinely take proactive leadership of entire testing or personalization roadmaps and consider it our responsibility to deliver every aspect of the program to meet and exceed the strategic objectives of our clients.

A best practice framework to drive website development strategy

The guiding ethos of our Account Managers is to proactively enable our clients to embed an iterative 'test and improve' approach to all website testing, segment targeting and personalization initiatives. The world's leading websites are built on these principles. We use the three-stage framework below to assist our clients to replicate this best practice and ensure insight is delivered into what design elements are delivering the uplift:



An expert team of specialists led by a dedicated Account Manager will be your continuous point of contact throughout the engagement. They will exploit the expert knowledge of each vertical within our team to ensure that a highly effective testing roadmap is built focused on the critical design elements. Each test will be designed to answer a specific hypothesis and identify the critical design elements of the pages.

Our service-led culture drove us to launch our revolutionary OneTouch deployment process in mid 2009 that completely decouples the testing program from the need to involve in-house technical staff and code release cycles. This unique approach enables us to deliver ambitious testing roadmaps with no bottlenecks without relinquishing client control or compromising security. See *Introduction to OneTouch integration* for more details.

What you can expect from Maxymiser

Maxymiser's testing workflow has been optimised over thousands of tests and follows the iterative methodology outlined overleaf.

Test Roadmap - The first step in any engagement will be a kick-off meeting with all stakeholders to allow us to get under the skin of your online operation and understand the online objectives and get broad buy-in to the overall objectives.

Test Specification - This key document will be assembled by the Account Manager, based on test ideas that are interactively developed with the client utilising amongst other inputs the web analytics data and visitor path analysis.

Introduction to Maxymiser Professional Services 2/2



Marketers should develop individual test plans that map back to an overarching testing strategy. Test plans and strategies should be socialized amongst stakeholders to vet goals, expectations, and ambitions before embarking on the first test. A good testing plan should include: 1) a specific hypothesis; 2) goals of the test; and 3) success metric

The Online Testing Vendor Landscape, Forrester Research, 2009

What you can expect from Maxymiser

The test specification will also include a recommended test methodology. The choice between full factorial, Taguchi or automated Continuous Optimization will depend on amongst other factors: the traffic levels, length of time available for the test, the number of variants to be tested and the flexibility required during the test. Our full expertise will be brought to bear on this critical decision.



Technical Questionnaire - designed to allow all the information required to code a test to be efficiently transmitted to our Implementation team.

Coding & QA - Our OneTouch methodology includes a professional, secure test staging and publish workflow. Clients can preview tests and publish to live with confidence.

Reporting - You can expect daily monitoring of test results, weekly reporting of live test results and quarterly face-to-face reviews to monitor progress and define the testing roadmap for the next quarter. The test results are available in real-time 24/7.

Services available

We will work with you to select a tailored set of services as optimal for each situation; there is no one-size-fits-all approach. The range of services available are:

- **Design and production of the creative assets** — conversion-focused designers that can remove dependence on the often stretched internal design resources or expensive agency resources
- **Usability experts** – user-oriented usability experts who have experience of what works and what doesn't through thousands of MVT tests
- **Iconologists & Lexiconologists** – icon design and language variations
- **Analysts** – experts in web analytics who can review site performance and identify the critical areas to focus efforts and statisticians and analysts to provide additional insight to the testing and targeting reports
- **Web Development** – integration of tests and campaigns into any underlying technology whether it be html, javascript, ajax, secure pages, etc.
- **Project Management** – definition and delivery of complex testing roadmaps
- **Technical Support** – on-call support for your IT team
- **Solutions Engineers** – specialists in integration of CRM databases and feeds

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