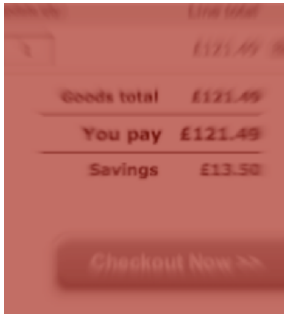


Multivariate Testing – Solution Overview



Increasing online revenue with optimized content

Improving your website should be based on the hard evidence of which changes generate the most revenue; not guesswork or a subjective opinion. Testing content across your entire website traffic provides the data you need to drive a professional online strategy, increase conversion rates and become more accountable.

What's holding you back?

Making changes to your website can often harm your business – how do you know for sure they will increase revenue? Trying out new designs and structures with sample groups, or hoping a different creative will improve conversion rates are both inaccurate and haphazard ways to attempt to meet performance targets. However, objectively testing content combinations to prove which generates the most revenue is impossible unless you have the right processes and testing solution in place.

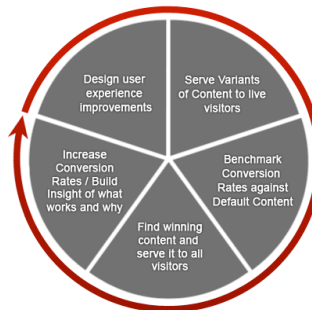
A professional framework for testing

Maxymiser's multivariate testing replaces subjectivity and guesswork with an iterative approach capable of qualifying which changes should be made based on feedback from all your online traffic. This level of intelligence provides a strategic decision making process that transforms the way you evolve your website.

1. Planning and Evaluation



2. A/B and Multivariate Testing



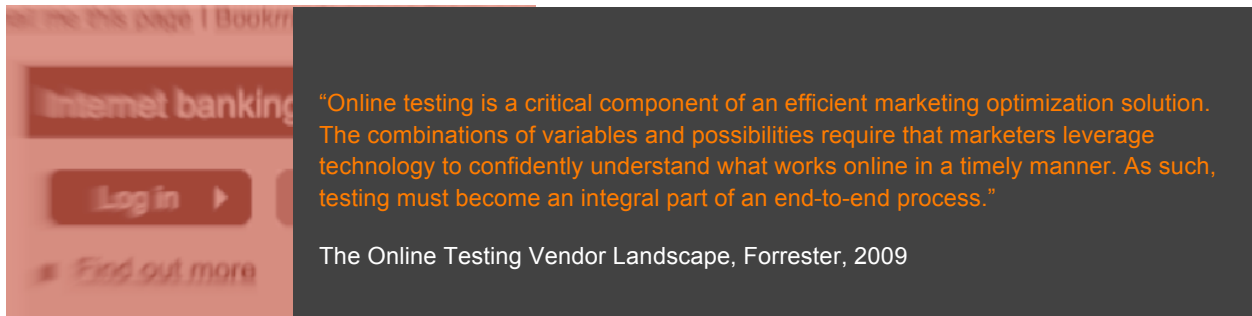
3. Analysis and Exploitation



Operating in real-time, Maxymiser serves hundreds of variants of content and structure simultaneously to visitors and measures the conversion rates. Reports show you how different pages or combinations of variants are performing and once identified, the most effective content can be presented to all your traffic. This brings considerable benefits to businesses:

- Revenue uplift is attributed to specific changes using statistics and control groups
- The risk and cost normally associated with design cycles are removed
- Uplift can be tracked through to online and offline acquisition points
- OneTouch integration means demands on technical team resource is minimal and completely decoupled from website code release cycles
- Maxymiser supports the entire project process so any business can implement
- You can emulate the design methodology used by the best websites in the world

Multivariate Testing – Solution Overview 2/2



Eliminate website development risks with a continual process based on objective decisions

When businesses engage Maxymiser, a ‘test and improve’ mantra becomes the central strategic process used to manage and improve the performance of websites. The process of discovery of the optimal content and identification of the critical design elements is validated by incremental ROI.

By acting on objective, statistical evidence of what changes work and which don’t you can validate your entire website development roadmap. Maxymiser allows you to identify and attribute the contribution of each variant to uplift. Synergies between multiple design factors are identified and can be exploited. Alterations to your website are executed with confidence and the risk normally associated with major re-designs is reduced

Ability to test critical elements across entire website

Maxymiser can test all areas of your site including dynamic content, AJAX, Flash:

- Landing pages
- Category pages
- Search results pages
- Sign-ups and forms
- Multi-stage check-outs
- Customer journeys
- Navigation testing
- Promotions testing
- Function and feature tests
- UGC tests to determine contributions
- Product pages
- Features and sales points

Solution Components

Software

Content MVT delivery and reporting platform. Unlimited page impressions / server load for most sites.

Deployment

OneTouch integration uses one small, generic piece of JavaScript applied once to all pages in a testing program, with no further work for technical teams for any future tests.

Client Services

Maxymiser’s team provides end-to-end support to embed a professional content optimization process in any kind of online business. Services include Usability, Creative Design and Production, Web Development, Data Analysis, Technical Support and Project Management.

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