

## Segment Targeting – Solution Overview



### Gain insight into what drives engagement with key groups of visitors and increase conversion uplift

Once website performance is optimized by MVT, Maxymiser's segment targeting allows you to segment web traffic and serve different content to specific groups, which outperforms the 'best for all' content discovered by MVT. In addition to driving additional conversion uplift, segmentation will provide key insight into what groups are responding to what content to enable better future campaigns and designs.

### Solution overview and benefits

Maxymiser's segment targeting functionality enables different content variants to be served to each visitor dependent on which segment they fall into based on a range of visitor attributes. The segment rules may be set manually using an intuitive rules engine or automatically mined via automated clustering algorithms to find groups who respond best to particular design variants.

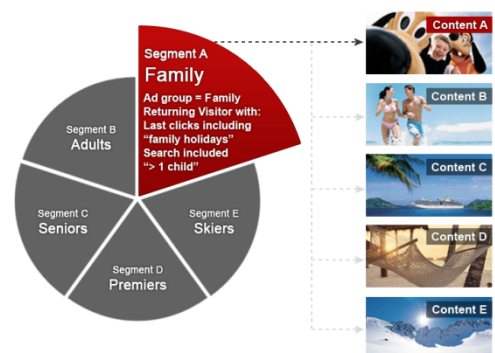
Implementing a segmentation strategy will enable you to:

- Define segment rules to target specific content at specific visitor groups; for example on basis of an IP-based demographic or geographic look-up, campaign or affiliate source, offline customer segments etc
- Use automatic segment mining to define groups of visitors that respond better to certain page designs and content variants to increase the overall response rates.
- Display more relevant, engaging content for all visitors to the site. Visitors who land on your site via say specific affiliates or organic search terms will see the content they are likely to find the most compelling.
- Effectively target and identify visitors regardless of what device they are using; work PC, home PC, laptop, smartphone....
- Dispense with having to define specific landing pages for each campaign – simply alter the key areas of the main landing pages for each visitor based on the campaign source.

Real-time reports track the uplift in conversion rate for each rule, whilst weighting controls allow you to micro-test variants within each segments. The result will be an increased overall conversion rate for the optimized page over and above straight MVT and valuable insight into what content is most effective for each type of visitors.

### Example segmentation targeting strategy in action

In this example, the optimum overall layout and design of the page had been established by MVT. The next stage was to drive further uplift by displaying different messaging in the main banner (Content A – E) to segments defined by simple rules based on visitor attributes. In the example illustrated, returning visitors who have indicated they have at least one child were shown an offer targeted at families boosting response rates further.



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### Segment targeting in practice

Maxymiser recently helped a global broadband provider generate double-digit increases in response rates to the hero banner promotion on their home page by targeting differentiated offers dependent on the current ISP of the visitor. Content DELTA enabled this via a real time IP lookup. Response rates dramatically increased and the key creative elements of offers were identified enabling improvements to future campaigns.

**Comprehensive set of visitor attributes available for accurate targeting**

Targeting can be based on any of the visitor attributes detailed opposite. This data is stored in Maxymiser's patent-pending Inline Database designed to operate at web-speed and overcome the restrictions in performance, page load time and security associated with antiquated cookie-dependent approaches. Visitor-input information from forms and look-up from external databases such as IP based geo-targeting can also be exploited.

Segment Rules	
<b>Environment Criteria</b> <ul style="list-style-type: none"> <li>- Visitors Geo Location (such as country / city)</li> <li>- Software / Hardware such as Browser type</li> </ul>	<b>Visitor Activity/Behaviour</b> <ul style="list-style-type: none"> <li>- Most recent conversion action</li> <li>- Either of the previous two actions performed</li> </ul>
<b>Generation Criteria</b> <ul style="list-style-type: none"> <li>- Day of visit</li> <li>- Hour of visit</li> </ul>	<b>Entry Criteria</b> <ul style="list-style-type: none"> <li>- Traffic source type</li> <li>- Managed or unmanaged traffic</li> <li>- e.g. Keywords / campaigns</li> <li>- Referring URL</li> </ul>

**Solution components**

#### Software

Content DELTA – targets different content variants at groups of visitors on basis of manually defined or automatically mined rules

#### Integration

Deployed via Maxymiser's class-leading OneTouch Integration using one small, generic piece of JavaScript applied once to all pages completely releasing all future targeting campaigns from the constraints of website code release cycles

#### Client Services

From the beginning we realized clients needed to be able to select from a choice of services capable of delivering complete end-to-end support. Our team will guide and support you to achieve your targeting ambitions grounded in the delivery of a transparent ROI. Services include Usability, Data Analysis, Creative Design, Web Development, Project Management and Technical Support.

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