

Content Optimization: Website Testing – Data Sheet



Increasing online revenue with optimized content

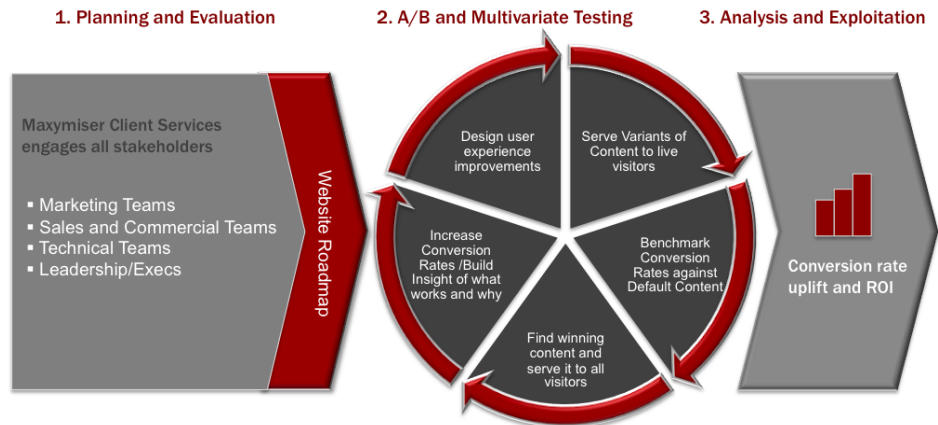
Improving your website should be based on hard evidence of which changes generate the most revenue, not guesswork or a subjective opinion. Testing content across your entire website traffic provides the data you need to drive a proper online strategy, increase conversion rates and become more accountable.

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 new structures with sample groups, or hoping a different creative will improve conversion rates, are both inaccurate and no way to underpin performance targets. But simultaneously testing content combinations to find which generates the most revenue is impossible, unless you have the right process in place.

Solution Overview: A framework for professional testing

Maxymiser's Website Testing replaces subjectivity and guesswork with an iterative method, 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.



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

- New revenue is attributed to specific changes using statistics and control groups
- The risk and cost normally associated with re-design cycles are removed
- Uplift can be tracked though to online and offline acquisition points
- One-Touch Integration means demands on technical team resource are minimal
- Maxymiser supports the entire project process so any business can implement
- Marketing with a 'Test and Learn' ethos is proven, productive, scalable and ROI driven

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"Online testing is a critical component of an efficient marketing optimization solution. The combinations of variables and possibilities require that marketers leverage technology to confidently understand what works online in a timely manner. As such, testing must become an integral part of an end-to-end process."

The Online Testing Vendor Landscape - 2009

Website Testing: taking marketing to the next level

When businesses engage Maxymiser, Website Testing becomes the central process used to manage and improve the website's performance. The discovery and implementation of optimal content is validated by incremental ROI.

By applying statistical evidence of what changes work and which don't, your decisions are guided and verified. Maxymiser provides real-time insight into conversion uplift with ROI attributed to specific content. Alterations to your website are therefore executed with confidence, and the risks associated with major re-designs are removed.

- Website testing happens at the optimal pace without the constraints of corporate refresh schedules
- Synergies between multiple design factors are identified and exploited
- Definitive ROI links between content served and revenue gains are reported
- Marketers are supported with key insights into visitor and customer behaviour
- Key metrics and statistical indicators are delivered in real-time

Content for testing

Typical pages and functions that feature in tests include the following:

- 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 – part of Maxymiser's conversion management platform.

Deployment

One-Touch integration uses one small, generic piece of JavaScript applied once to all pages in a testing program, with no further work for technical teams

Consultancy Services

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

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