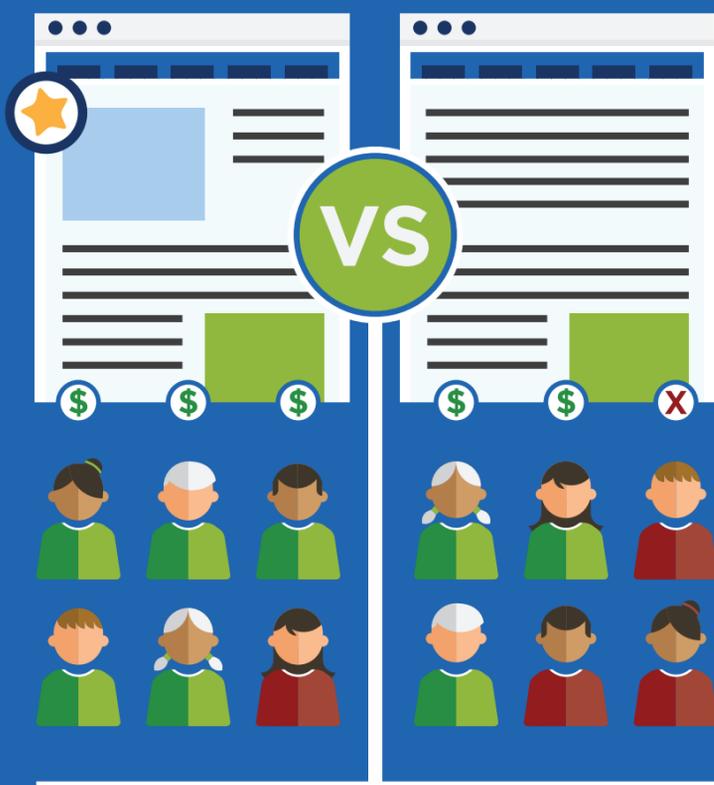


You want to make the most of your site; you have ideas but you aren't sure what will work best.

ENTER A/B TESTING.

A/B ADVANTAGE

TAKING THE GUESSWORK OUT OF WEBSITE OPTIMIZATION



A/B TESTING is the means of gathering website performance data by showing different versions of a webpage to visitors.

Only **17% of Fortune 500 companies** are using an A/B testing platform. Companies who A/B test see **drastic improvements** to their businesses.

INDUSTRY

MEDIA



AVERAGE INCREASES



↑ **29%**
pageviews

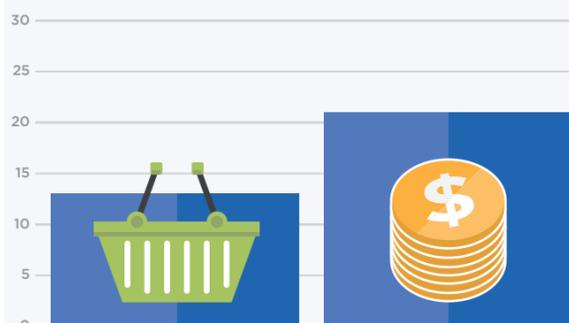
↑ **14%**
reader engagement

BEST PRACTICES



The Guardian tested and optimized landing pages to **boost subscriptions by 46%**.

ECOMMERCE



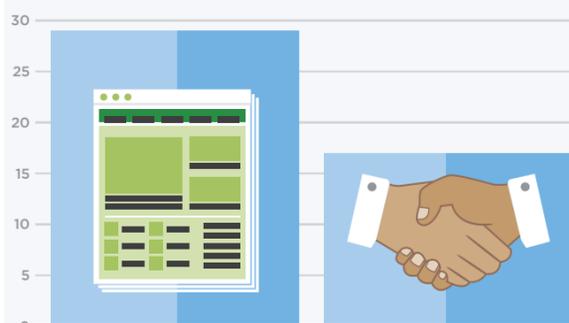
↑ **13%**
shopper engagement

↑ **21%**
revenue



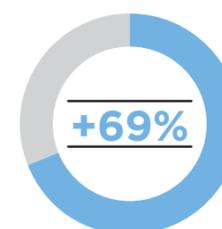
Sony tested different banners to drive customers through the checkout funnel which led to a **20% increase in purchases**.

SAAS



↑ **29%**
pageviews

↑ **17%**
customer engagement



ComScore tested their brand validation via social proof that led to a **69% increase in leads**.

CONSTANTLY TESTING AND OPTIMIZING YOUR PAGE CAN:

INCREASE



Revenue



Donations



Registration



Downloads



User Generated Content

PROVIDE TEAMS WITH VALUABLE INSIGHT ABOUT THEIR VISITORS.