TeamSite Multivariate Testing

Autonomy offers the only Web Content Management (WCM) platform in the market that provides native multivariate testing (MVT) capabilities within the content contribution interface. With TeamSite’s WYSIWYG authoring interface, TeamSite Site Publisher, marketers can easily create unlimited A|B or multivariate tests, review and launch these tests to determine the most effective configuration of content, and quickly make changes to page content, to deliver more effective web experiences.

Virtually limitless permutations of copy, offers, layouts, and any other elements can be tested to determine which will generate the highest rate of conversions, sales, and other business success metrics.

Businesses that leverage multivariate testing within TeamSite are able to:

• Drive marketing decisions based on quantifiable data, rather than guesswork
• Shorten the testing process from months to weeks, accelerating overall business results
• Optimize the visitor experience to increase conversions and sales revenue

Marketing-powered Multivariate Testing

TeamSite Multivariate Testing, powered by the intelligent analytics platform of Autonomy’s Intelligent Data Operating Layer (IDOL), provides a dramatic and measurable boost to the bottom-line performance of online business by significantly improving conversion rates, including online sales, clickthroughs, registrations, leads, downloads, page views, and other measures of online success.

Multivariate testing gives an unparalleled insight into how each piece of content affects behaviour, enabling organizations to maximize website conversion rates based on the real-time behavior of actual customers.

Automatically Enables Pages for Testing

Upon creation of an experiment, TeamSite automatically inserts the experimental tags and counters into the pages without any IT involvement, enabling the rapid launch of A|B or multivariate tests on websites.

Easily Build Tests within TeamSite

By leveraging TeamSite SitePublisher’s in-context editing, marketers can quickly create multivariate tests by selecting multiple values from the content repository for different page elements such as buttons, images, forms, copy, and more.

Preview and Edit Variable Combinations

Marketers can review the full list of test combinations to examine various values together and assess how they will appear as part of the testing process. This uncovers insight into business rules or constraints that may have been overlooked and allows errors to be corrected.

Leverage Autonomy Optimost Experimental Design Expertise

Autonomy Optimost is a market-leading technology that provides the most comprehensive, end-to-end offering for real-time marketing optimization, including increasing clickthroughs for online ads, improving customer engagement on a site, optimizing call center scripts, and maximizing email subscriptions. Leveraging Autonomy Optimost’s testing methodology, TeamSite displays a list of the best and fewest test combinations to ensure that only the optimal test versions of content are included, providing a higher likelihood of success and quicker and statistically significant results.
Define Test Parameters

Marketers are empowered to define test parameters so that they have control over which page elements to incorporate. It enables them to easily identify the success counters or key performance indicators (KPIs) to use in determining the winning combination. The test parameters will remember the duration a test creative is shown to each visitor, the page rendition or content combination to serve the visitor the next time they visit the site, and how long to track what a visitor did on the site to determine whether a successful outcome was achieved.

Run Tests, View Reports, and Promote Winners

Marketers can easily run tests, view reports, determine the winning combination, and promote the winner to be displayed for all site visitors, all from within the TeamSite user interface.

Marketing Optimization – Increasing Leads, Conversions, and Revenue

Marketers can dramatically reduce the time it takes to build different versions of tests, accelerating the development process from weeks to days and the overall process from months to weeks. Autonomy’s technology provides the ability and agility to quickly make changes to pages and turn insight into action.

Integrating multivariate testing within the Web Content Management framework results in dramatic increases in conversion rates and online sales. In addition, it gives marketers the ability to sense changes in online visitor preferences and capitalize on opportunities by continually testing different concepts.

As a result, Autonomy clients typically enjoy double-digit increases to the conversion rates on their sites, often adding up to millions of additional dollars to the bottom line.

About Autonomy

Autonomy Corporation, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s technology manages and extracts meaning in real time from all forms of information, both unstructured and structured, enabling companies to leverage their data assets. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Autonomy’s solutions are used by more than 25,000 customers including 87 of the Fortune 100, 10 of the top 10 financial services firms, 75% of the global 100 law firms, 9 of the top 10 pharmaceutical companies and many government agencies. Over 400 of the world’s leading technology companies embed Autonomy’s technology in their products. Autonomy also owns the largest private cloud of diverse data, with 31 Petabytes of information.

Please visit www.autonomy.com to find out more.