Optimost Author and Report

Autonomy Optimost's Author and Report module makes sophisticated testing models accessible and simple to use. Now marketers can quickly and easily set up and deploy online tests to realize greater lift from marketing campaigns and optimize for maximum revenue. With Autonomy's cloud-based infrastructure, business users can design and launch A/B or multivariate (MVT) tests in minutes.

Powered by Autonomy's Intelligent Data Operating Layer (IDOL), Autonomy Optimost's Author and Report module provides online testing, segment discovery and advanced analytics through an intuitive interface, providing a simple solution for testing virtually limitless permutations of copy, offers, layouts, and any other factors, resulting in dramatic increases in conversion rates and online sales. Author and Report provides advanced capabilities with no coding required.

Key Business Benefits
- Boost online campaign performance and results with continuous real-time site optimization
- Collaborate more freely with built-in test workflow and collision management
- Design simple to complex A/B and MVT test with easy to use intuitive end-user tools and marketing console
- Make it personal with advanced audience segmentation and targeting tools
- Keep it safe with optional server-to-server XML integration
- Improve operational impact with light touch on IT and global site integration
- Scale to meet peak performance requirements with distributed cloud-based architecture tuned for performance and high availability

Multivariate Testing

True Multivariate Test Experimentation, supported by a proven methodology, allows the testing of unlimited combinations of content variables and determines what impact each variable has on conversion. Identify optimal combinations through experimenting with a virtually unlimited combination of content and layout changes on a web page.

Easy to Design Testing enables marketers to create and launch multivariate design tests within minutes and execute them in an iterative fashion for quick optimization. The drag-and-drop interface keeps it simple, allowing for significant effectiveness of campaigns and faster corresponding revenue increases.

Advanced Experimental Design gives marketers the ability to specify how frequently a visitor will see a creative test combination and how long to track the visitor’s progress through the downstream pages associated with test page goal. Author and Report is capable of natively tracking any type of success metric required to facilitate the optimization process.

Point-and-Click Test Design and Authoring offers quick and easy testing of web page elements or other factors without coding. Marketers can author test page templates, specify test variables and challenge values, and create or reuse downstream page funnel counters to deploy across multiple pages – all within a single user interface.
**Insightful Reporting** delivers actionable insights by providing a real-time marketing dashboard to complement the robust Autonomy Optimost analytics engine. The real-time graphical interface shows the impact segmentation parameters have on conversion providing a deeper understanding and facilitated action.

**Customizable Reporting** features the flexibility to customize standard reports and create and save unique reports. Reports can include any combination of over 60 different metrics. Column groups can be created that allow easy interpretation of related metrics. Reports can pivot on virtually any metric.

**Streamlined Workflow** allows business users to implement approved policies to guide marketing teams through testing best practices. Collision management features notify the test community of potential competing test designs that may impact active experimentation results.

**Cloud-based Infrastructure** ensures no need for long installations, implementations or downtime. The platform is as quick and nimble as it needs to be. Leveraging a robust content delivery network to optimize content and rich media delivery Autonomy Optimost ensures the best, most reliable visitor experience in the industry.

**SaaS Without Boundaries** frees experimental design and management from content delivery bottlenecks that occur when design and delivery services are bound together in a single physical hosting data center. By abstracting these services across a global network of hosting centers Autonomy Optimost can intelligently tune content delivery.

**System Requirements**

Autonomy Optimost’s Author and Report module is a hosted offering and works in conjunction with Autonomy Optimost. There is no hardware to buy or software to install — access is via a standard web browser (Internet Explorer, Firefox, Chrome, Safari, etc.). Autonomy hosts the world’s largest private cloud, with over 31 Petabytes of data under management, in multiple redundant data centers around the globe. All data centers are certified under the latest security and auditing standards. The Autonomy cloud, used by 9 of the 10 largest financial firms, provides unparalleled scalability, resiliency and security.

**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](http://www.autonomy.com) to find out more.