Multivariate Testing (MVT)

Paying customers are the lifeblood of every business, making customer conversion the marketer’s highest priority. Campaigns may attract attention – and even traffic, but this means very little unless that traffic converts. Marketing has become increasingly sophisticated, yet this basic conversion issue is one that continues to be a struggle.

Given the proliferation of advertising channels, customers are inundated by different brands, messaging and offers, all vying for their attention. Marketers are challenged to be highly profitable in a world that has made it increasingly difficult to even be heard. To reach their audience, businesses need to have messaging that is targeted, relevant and compelling. But what seems engaging in the mind of the marketer may not resonate with their audience. Speculating how to most effectively reach their target can waste time, money and reduce valuable conversion rates.

Traditionally low conversion rates of one to two percent prove that most web experiences fall short of the mark. There are many elements that contribute to the success or failure of a website experience, including the presence of irrelevant messages or advertising, layout, forms, pricing, navigation, imagery, offers, and placement. Each of these variables contribute to the fact that 98 percent of visitor traffic doesn’t end with the desired action – and so why campaigns routinely disappoint.

The question becomes one of how to use technology to take the guesswork out of campaigns. Utilizing data offers a potential solution, but also a new problem. Just as customers are inundated by different messaging, marketers are inundated by data coming in from multiple sources. Web, social media, mobile, and search analytics are valuable, but businesses struggle to get an overall picture of this data. Adding to this is customers’ dynamic, ever-changing preferences. Collected data is nearly obsolete by the time marketers get around to analyzing it. Without any true understanding, the marketer is lost in a quandary of facts and figures with no clear path to success.

So how do marketers grasp the key to conversion? Success lies in using technology to give meaning to data and move customer conversion from an art to a science. The result? The highest return on marketing spend and a profitable bottom line.

The Solution – Multivariate Testing (MVT)

Autonomy’s Multivariate Testing (MVT) solution takes the guesswork out of customer conversion by applying scientific principles through smart technology. Powered by IDOL, the solution provides A/B and multivariate testing capabilities to determine the optimal combination of content, offers, and layout for maximizing conversion rates and online results.

This solution gives businesses a virtual lab to experiment with different combinations of web page elements to engage and motivate a visitor to take the desired action. It allows marketers to:

- Test their concepts and ideas in real time with real site visitors
- Eliminate costly time-consuming guesswork by letting their visitors determine what works and what does not work based on the their behaviors and actions
- Identify gaps in site performance
- Respond to the needs of their customers using actionable insights from visitor interactions

Autonomy’s MVT solution empowers marketers to easily optimize their campaigns and landing pages to improve the conversion funnel and receive the greatest return on their marketing budgets.

“The main benefit of implementing [Autonomy] is that online sales have improved, generating higher revenues. The log-in tests alone gave a result that was equal to an additional $5 million in sales over 12 months.”

—David Walmsley, Head of Web Selling, John Lewis
Boost Your Online Business, Instantly

Maximizing campaign outcomes online requires continuous measurement and improvement to boost your marketing results. Autonomy’s solution operates in real time, allowing your website to serve up the right offer and the right promotion during each customer interaction, to ensure your business goals are achieved. Autonomy’s MVT solution scales to cover communication across multiple touchpoints such as web, wireless, ad display, e-mail, social networking and even contact center scripts, giving you the breadth needed to optimize all of your customer interactions and drive ROI.

Deliver the Best Web Experience, Faster

Autonomy uses a proprietary methodology developed in consultation with leaders in the field of experimental design to bring a scientific approach to driving customer conversion through testing. Autonomy’s MVT solution was built to help deliver the best web page conversion rate, faster. Marketers are able to evaluate all possibilities of a web page design in the same amount of time it would take to conduct one A/B test, manually.

Autonomy’s solution is a single, unified platform that delivers:

- **Iterative Test Approach** – Through an iterative process, creative values are tested and analyzed for statistical significance and robustness for optimal creative representation
- **Dynamic Segmented & Targeted Traffic** – Tests can be targeted via different traffic sources to better understand and address the best design and messaging for unique segments for maximum conversion
- **Powerful Analysis** – Identify which values have negative, positive or neutral impact on the conversion rate and analyze an unlimited number of creative values, allowing for smarter decision making
- **Built-in Workflow and Collision Management** – Autonomy’s MVT solution uses built in workflow to manage the test requests and collision management tools to streamline parallel efforts on the same web page to prevent competing test criteria
- **Automated Test** – Automate the analysis, generation, promotion and failure of test value combinations based on performance. Evaluate the performance of not only the current test but also past tests within the overall experiment to better assess which values should be retested, promoted or rejected from the experimentation

As the pioneer in the online testing and optimization space, no one has more experience in online excellence than Autonomy. The company empowers marketers to run their own multivariate tests or leverage Autonomy’s global professional services for support and guidance. Autonomy’s dedicated team of seasoned professionals can leverage best practices and planning strategies from thousands of tests conducted annually to ensure ongoing success for its clients.

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.