

Multivariate Testing

Managing campaign pages for optimal results

ektron
CMS400.net

Build one page with several variations and automatically switch to the best performer

Easily search for controls and add them to your campaigns

Use PageBuilder to quickly build out variations of the marketing campaigns you need to launch

Track how all page variations are performing against each other

Target Page	345	Stop
hide report		
49%	495/615	
62%	425/627	
58%	358/633	
48%	287/617	
44%	285/642	
38%	175/624	

Flip through variations of page elements and see how each variant performs

When it comes to managing Web sites, content management platforms need to do more than deliver content. They need to help you optimize not only content, but layout, navigation and delivery method for maximum effectiveness. This is important for every page of your site and can be accomplished by manually looking at your traffic analytics and Web pages simultaneously, but when time is of the essence, this may not be the most efficient method for determining the best presentation of your critical information.

This is particularly true for Web marketing campaigns as you target audiences with unique opportunities, events, products and services. First impressions are of the utmost importance here and you campaign pages need to be optimized for the best results quickly and efficiently.

Ektron CMS400.NET offers multivariate testing for precisely this purpose. By automating the process of choosing the campaign page that has the best content, layout and navigation for funneling users to the information you want them to have, it efficiently

optimizes your Web campaign. Coupled with CMS400.NET's PageBuilder and multivariate wizard in the Workarea, pages for multivariate testing are efficiently built and set up with parameters that meet your requirements.

More than A/B testing

Multivariate testing is not A/B testing. It is similar (in fact, A/B testing can be considered a subset of multivariate testing), but A/B only tests two distinct versions of a campaign page. Multivariate, on the other hand, runs the experiment on multiple pages that test multiple combinations of page elements and content to determine the most effective combination.

The CMS400.NET multivariate wizard walks you through the process of setting up your campaign page and the test versions of it. Here, you are able to determine the number of page hits that it will get before it "chooses" the best version based on performance. You are also able to add the necessary metadata and taxonomy information to the page.

When the campaign starts, the campaign page cycles between the versions with each hit until it reaches the number of visits that you preset in the wizard. It then shuts off all of the versions except for the highest performing (and therefore most successful) one. At any point during the campaign testing, you are able to look at reports directly in context with the page to see how each page is ranking in the experiment. In the event of two (or more pages) being very close in the results, you are able to rerun the experiment between only those versions to find the top performer.

Multivariate testing integrated into CMS400.NET gives you a new level of control and management over the pages that are most important to the success of your marketing strategy. Whether it is a product, service, event or another site you are promoting, you will be ensuring that it will be getting the maximum amount of positive exposure to your audience in the most efficient way possible.

Ektron Since its founding in 1998 Ektron has been committed to providing affordable web content management and authoring solutions. Ektron CMS400.NET empowers non-technical business users by providing an intuitive user interface for managing their Web site's content and messaging. Ektron has a complete set of social networking tools and fully supports all Web 2.0 functionality. For more information on Ektron, visit: <http://www.ektron.com>.