



Conversion Optimization Science

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Discussion Points

- Current state of the testing industry.
- How to determine *what* to test.

State of the Industry

FORRESTER

Making Leaders Successful Every Day

October 20, 2009

The Online Testing Vendor Landscape

by John Lovett

for Customer Intelligence Professionals

6 Key Findings

1. Testing is related to usability / relevance /revenue.
2. #1 benefit: Increasing online conversions.
3. Success requires an ongoing, recurring program.
4. The biggest challenge: proving return on investment.
5. Agencies deliver better results than in-house.
6. Testing lacks a true “home” in many organizations.

Usability

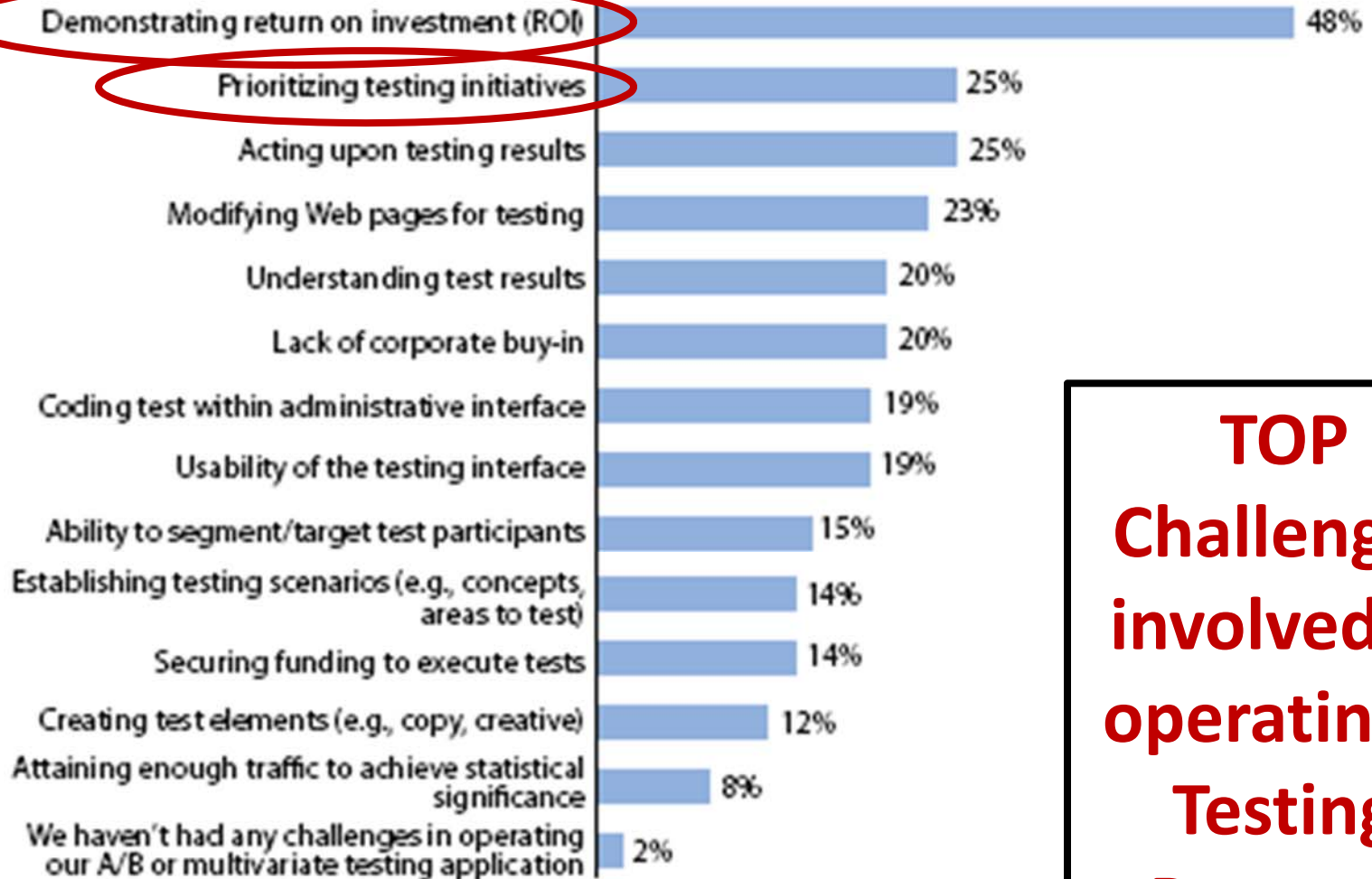
Currently use Plan to use



Revenue



Testing Elements
(Current & Planned)

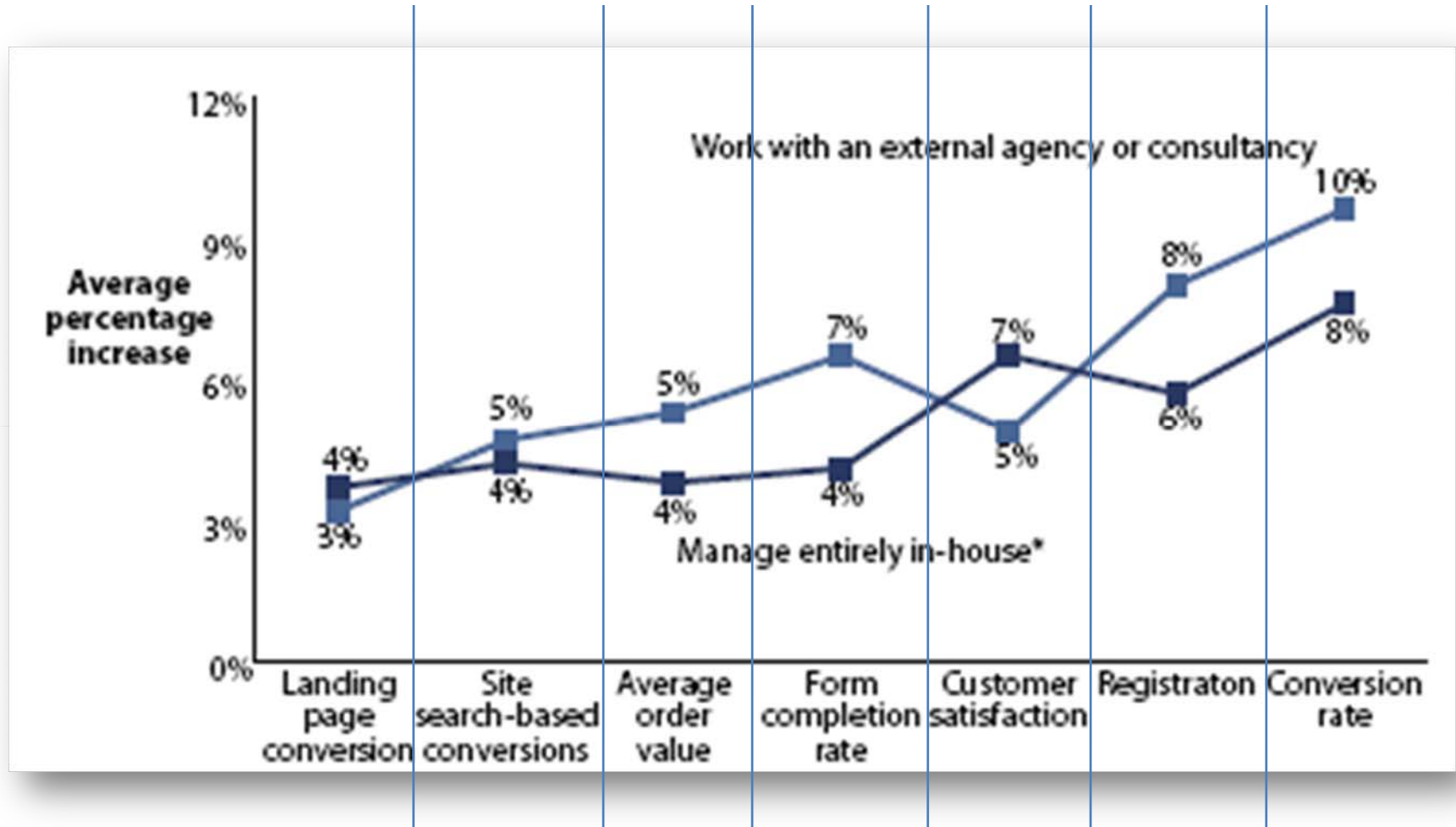


**TOP
Challenges
involved in
operating a
Testing
Program**

Base: 65 Web site decision-makers who currently use A/B or multivariate test (multiple responses accepted)

Source: Jupiter Research/e-Rewards Website Spending Executive Survey (12/08)

Average LIFT Associated with Testing





**HOW DO I KNOW
WHAT TO TEST?**

ASK MARKETING

GOAL: fill-up the lead funnel.



Registration Form

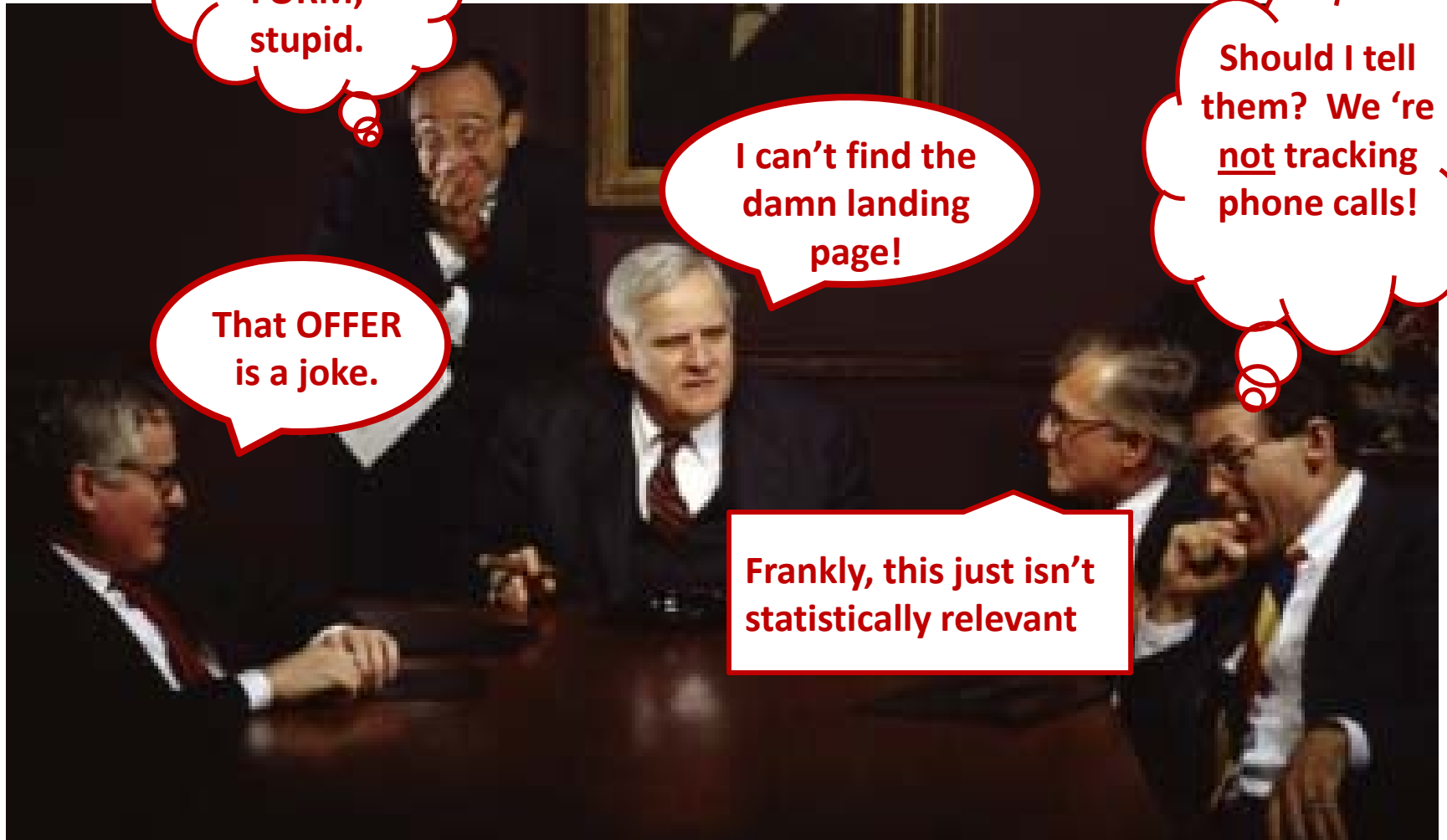
Register

Name: This field is required.

Email: Please enter a valid email address.

Short, basic registration forms...

ASK YOUR EXECUTIVES



It's the
FORM,
stupid.

That OFFER
is a joke.

I can't find the
damn landing
page!

Should I tell
them? We're
not tracking
phone calls!

Frankly, this just isn't
statistically relevant



**WAIT... THERE'S
A BETTER WAY!**

Thank you...

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