

OPTIMIZING YOUR OPTIMIZATION

CRO BEST PRACTICES & IMPLEMENTING A/B TESTS

ALLGEMEINE HINWEISE

Das Webinar wird aufgezeichnet.

Die Aufzeichnung wird allen Teilnehmern im Anschluss zur Verfügung gestellt.

Alle Teilnehmer sind stumm geschaltet, können über den Chat aber gerne Fragen stellen.

Die Fragen werden am Ende gesammelt beantwortet.



S V E N
J A G I N I A K

Head of Development
Davies Meyer



S T E P H A N
H Ö N N E K E S

Head of UX
Davies Meyer



Full Service-Agentur aus Hamburg, Zürich, London und Novi Sad

Mit einem Herz, das binär schlägt

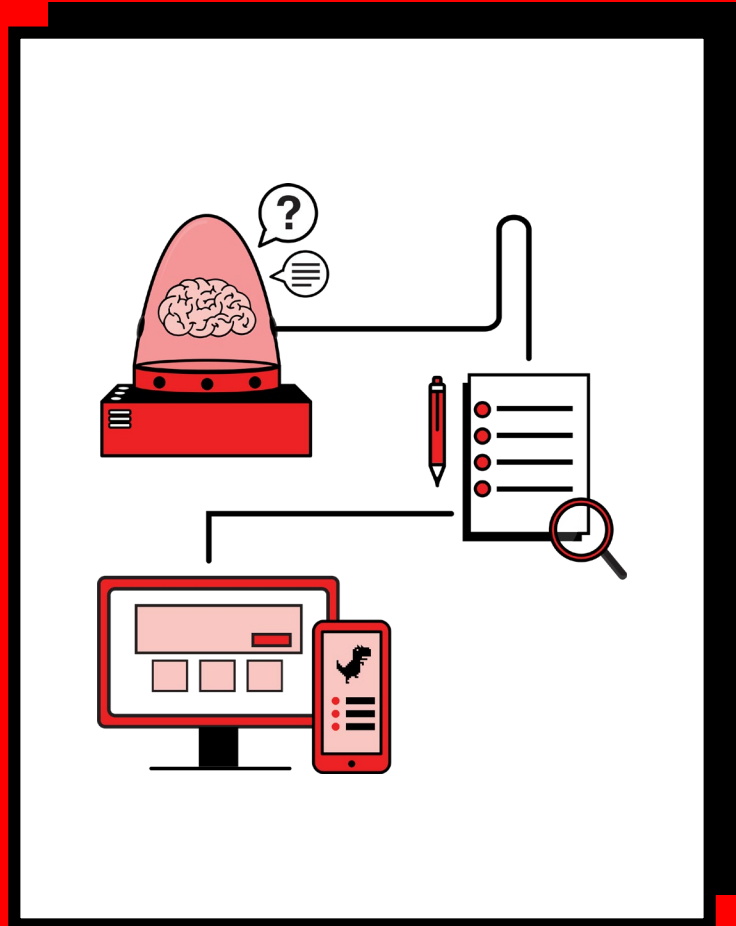
Wir entwickeln für weltweit führende Marken Data-Driven Marketing-Strategien



Das Unternehmen hinter dem **Progress Sitefinity CMS**

Innovative Marketingplattform mit herausragender Benutzerfreundlichkeit

Breite Anerkennung und Einsatz durch erfolgreiche Unternehmen
wie **NASA, PepsiCo und Panasonic**



AGENDA

1. Conversion Rate Optimierung

Learnings & Best Practices

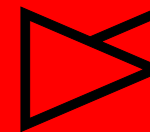
CRO Framework

Vorbereitung eines A/B Tests

2. CRO in Sitefinity

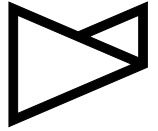
Beispielhafte Implementierung in Sitefinity

CONVERSION RATE
OPTIMIERUNG



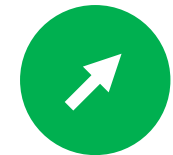
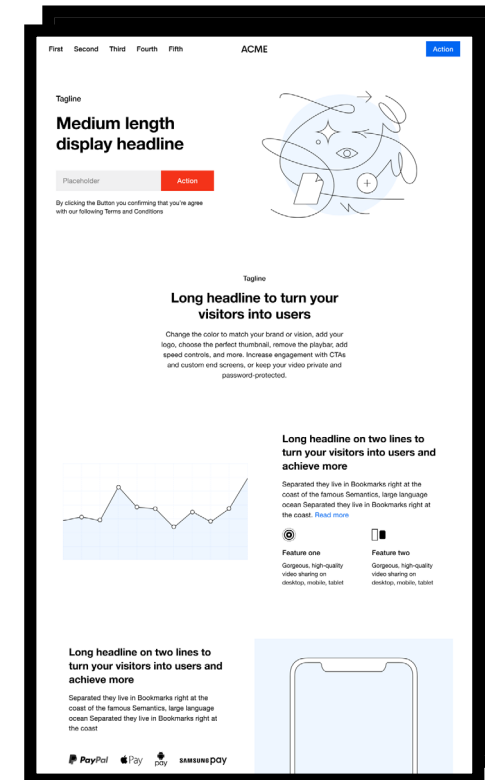
CONVERSION RATE OPTIMIERUNG

CTA-PLATZIERUNG



CONVERSION RATE OPTIMIERUNG

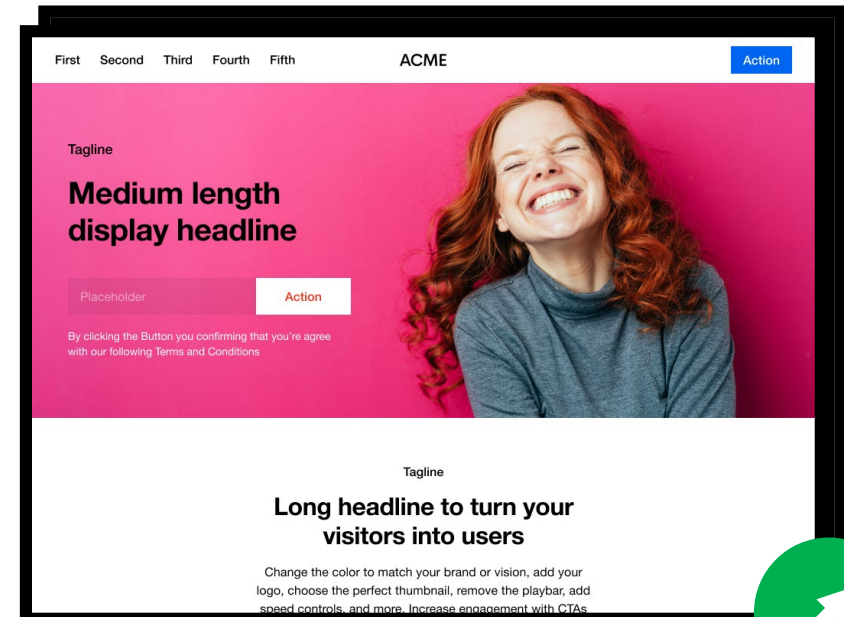
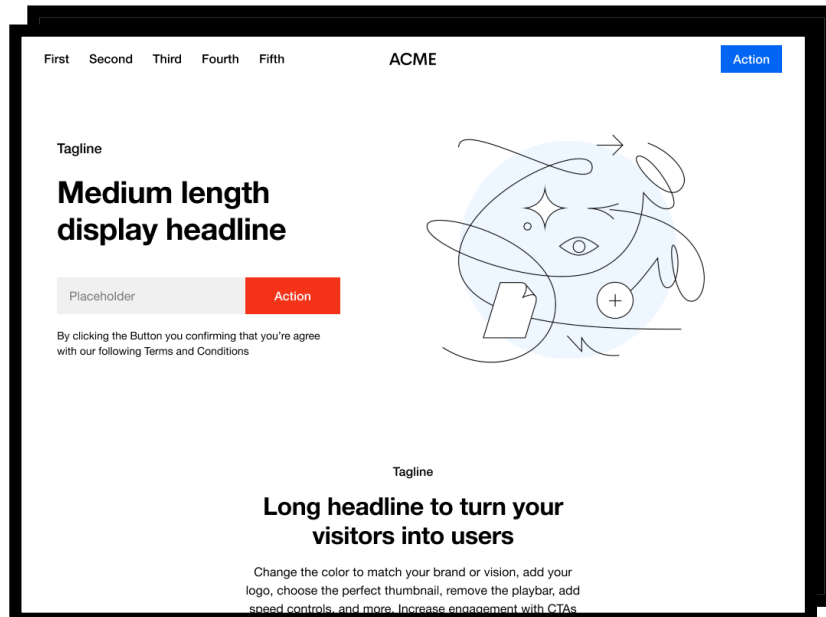
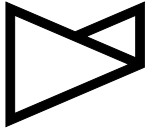
CTA-PLATZIERUNG



590%

CONVERSION RATE OPTIMIERUNG

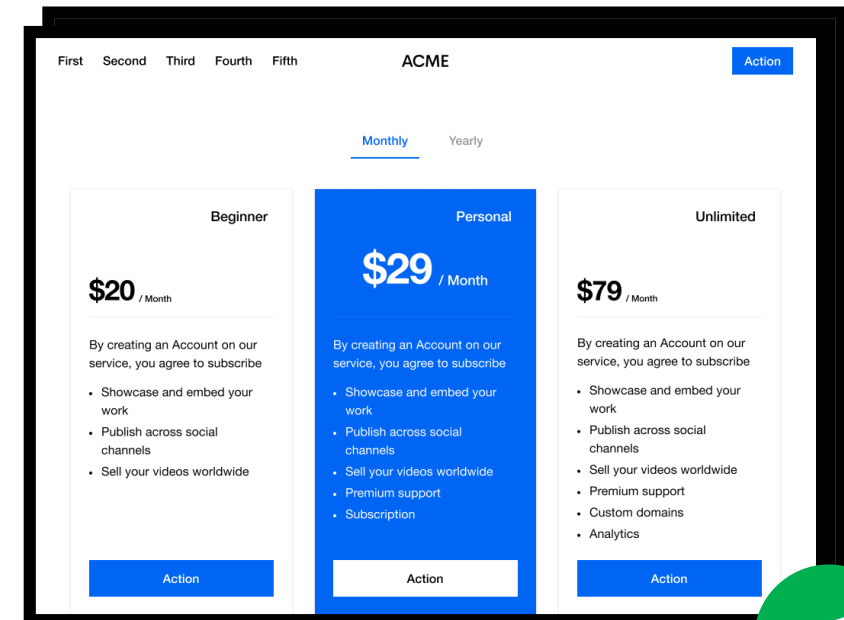
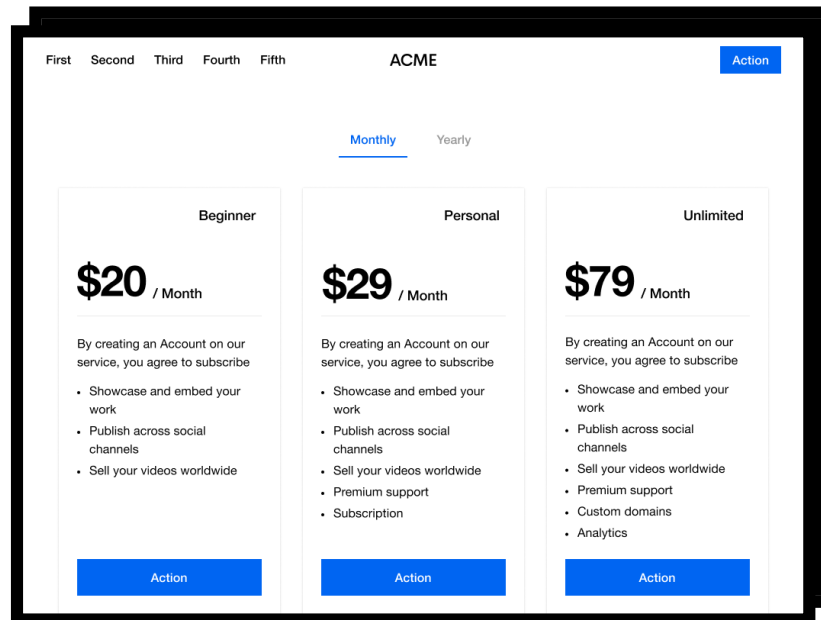
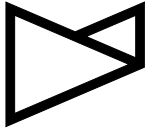
OBJEKTE DURCH MENSCHEN ERSETZEN



100%

CONVERSION RATE OPTIMIERUNG

REDESIGN DER ANGEBOTSSEITE



25%

CONVERSION RATE OPTIMIERUNG

SIEGEL UND ZERTIFIKATE



iCOUPONBLOG ready, set, save.

Get \$12.5 Cash Back Discount On Amberen

'AMBEREN COUPON'

\$12.5 CASH BACK

Click Here To Apply the Coupon

Use Coupon

[Use Coupon](#)

PayPal VISA MasterCard American Express

2,329 coupons in 278 categories with new coupons added on August 25, 2010.

SEARCH ALL COUPONS

To search, type and hit enter

FROM THE BLOG

[Who else loves Check City payday loans?](#)

[Are you a PoshMommy or SwankMommy?](#)

[Reviews on Tours4Fun](#)

NAVIGATE

[Home](#)

[Redeem Rebate](#)

[About](#)

[FAQ](#)

[Free Coupon Codes and Discounts](#)

[Contact Us](#)

About Amberen Coupon Code:

Roughly 70% of all women between 35 and 65 experience menopause symptoms. Every woman's experience may be unique, but the root cause of the symptoms is always the same – loss of hormonal balance. Medical science has identified 35 different symptoms associated with menopause. The most common complaints? Persistent hot flashes, weight gain, and mood swings.

1 tweet retweet



iCOUPONBLOG ready, set, save.

Get \$12.5 Cash Back Discount On Amberen

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[Home](#)

[Redeem Rebate](#)

[About](#)

[FAQ](#)

[Free Coupon Codes and Discounts](#)

[Contact Us](#)

NEW COUPONS

[Get 5% Cash Back Discount On You Buy Now](#)

[Get 7.5% Cash Back Discount On Wonder Brains](#)

[Get 50% Cash Back Discount On Wonder Brains](#)

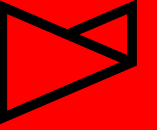
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1 tweet retweet



400%



KEY LEARNING AUS DEN BEST PRACTICES



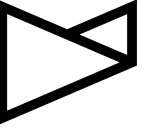
ES GIBT KEINE
BEST PRACTICES FÜR CRO

BEST PRACTICES



- sind eher grobe Guidelines zur Orientierung
- bedeuten nicht, dass etwas, das woanders funktioniert, auch bei uns funktioniert
 - berücksichtigen nicht den Kontext
- müssen getestet werden, um validiert zu werden

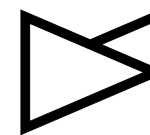
BEST PRACTICES

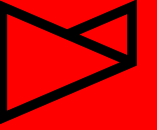



“

Best practices have **limited value**
until **thoroughly tested**.

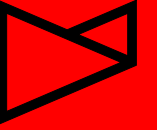
Chris Goward, Founder & CEO WiderFunnel





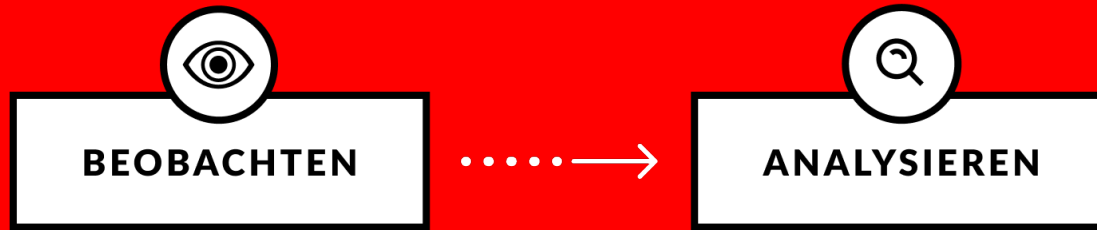
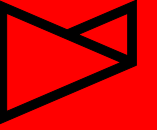
CRO IST MEHR 
ALS (NUR) A / B TESTING

C R O I S T M E H R
A L S (N U R) A / B T E S T I N G

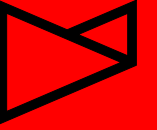


BEOBACHTEN

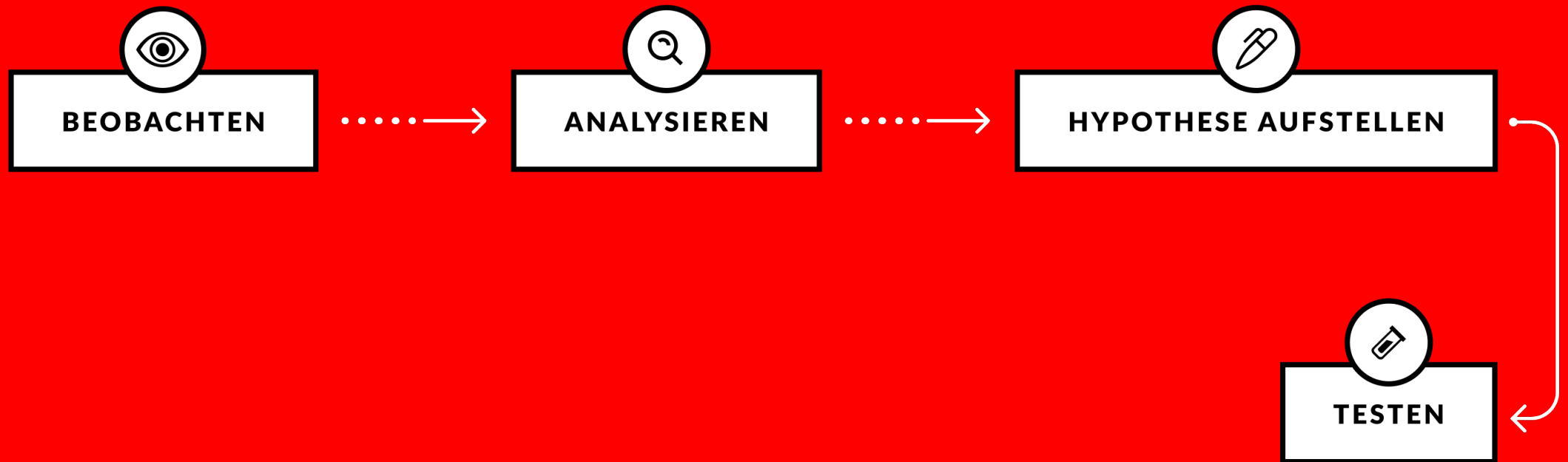
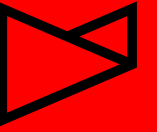
C R O I S T M E H R
A L S (N U R) A / B T E S T I N G



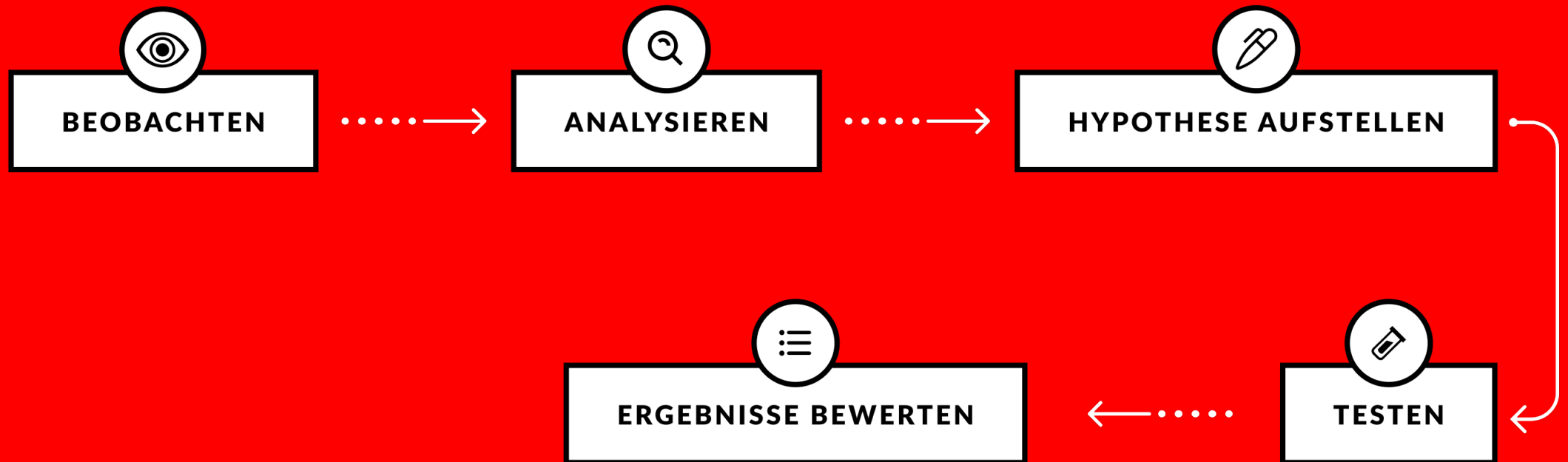
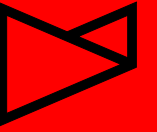
C R O I S T M E H R
A L S (N U R) A / B T E S T I N G



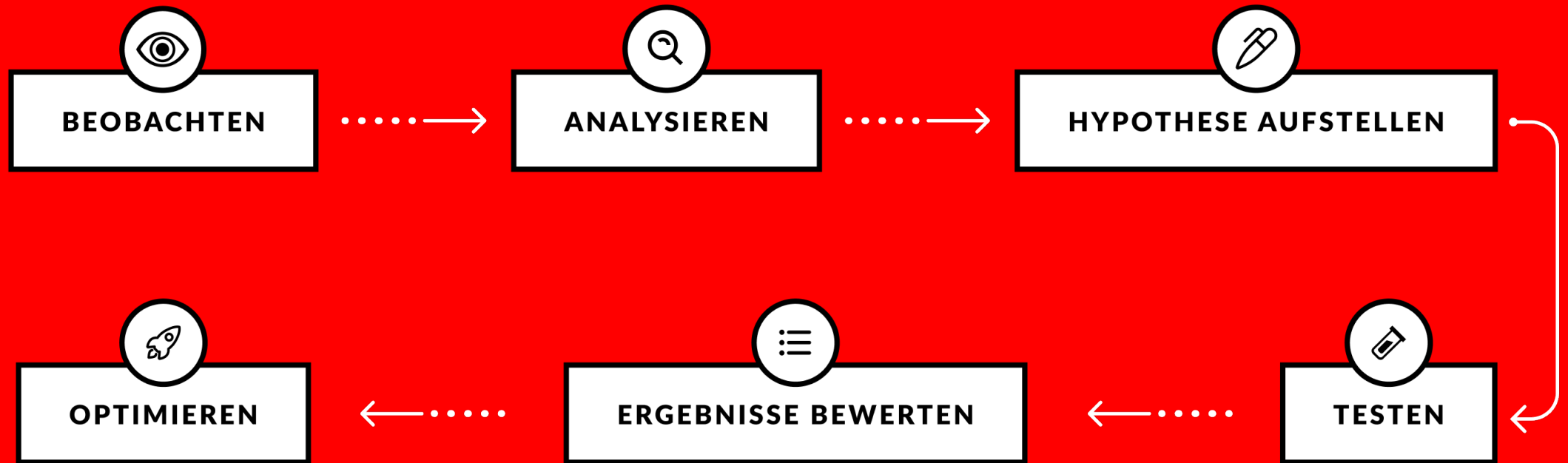
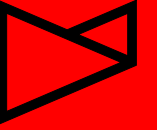
C R O I S T M E H R
A L S (N U R) A / B T E S T I N G



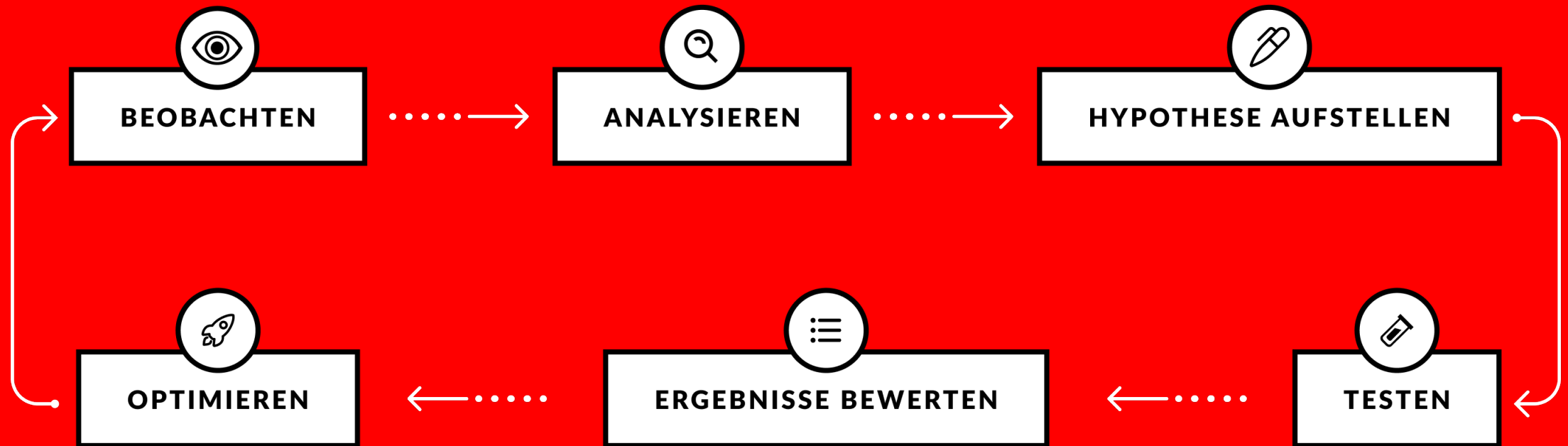
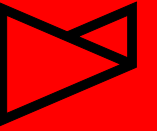
C R O I S T M E H R
A L S (N U R) A / B T E S T I N G

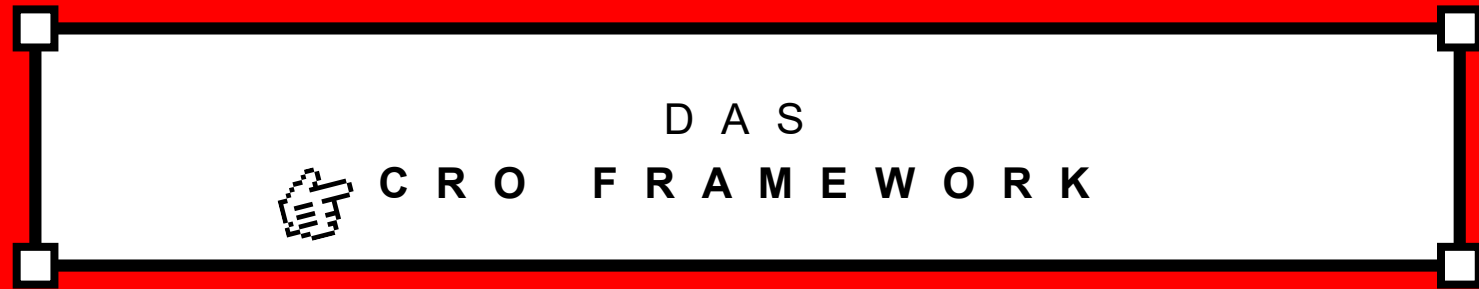
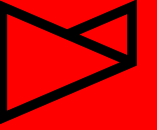


C R O I S T M E H R
A L S (N U R) A / B T E S T I N G



**C R O I S T M E H R
A L S (N U R) A / B T E S T I N G**





D A S C R O F R A M E W O R K



TECHNISCHE ANALYSE

Technische Fehler

Conversions je Gerät &
Browser
Ladezeit
Zeit bis zur ersten
Interaktion



WEB ANALYSE

User Journey

Wie kommen Nutzer auf
Ihre Seite?
Womit interagieren sie?
Wie ist ihr Weg?
An welchen Punkten
springen sie ab?



HEATMAPS

User Interaction

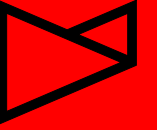
Attention Maps
Click Maps
Scroll Maps
Form Analysis
Session Recordings



USER FEEDBACK

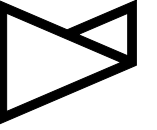
Customer Voice

Nutzerstudien
Prototype Testing
Abstimmungen
Umfragen



DIE VORBEREITUNG
EINES A/B TESTS





J E D E R T E S T B E N Ö T I G T E I N E
H Y P O T H E S E

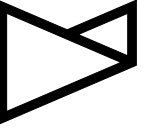
Wenn wir [X] auf [Seite Y] für [User Z] ändern,
werden wir [KEY METRIC] erreichen, weil [WHY].



SETZEN SIE SICH
EIN KLARES HAUPTZIEL

Fokussieren Sie sich.

Alle anderen Ziele sind zweitrangig.



DO NOT
STOP, EDIT & RESTART

Gefährden Sie nicht die Validität ihrer Testergebnisse.

Kopieren Sie Ihr Experiment, nehmen Sie nötige Änderungen vor & starten Sie einen neuen Test.



B E E N D E N S I E E I N E N T E S T
N I C H T Z U F R Ü H

Warten Sie, bis Ihre Stichprobe groß genug ist,
um aussagekräftige Resultate zu erzielen.

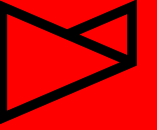


E S G I B T I M M E R W A S Z U
O P T I M I E R E N !

Verstehen Sie CRO als iterativen Prozess.

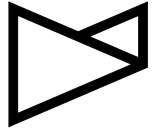
Nehmen Sie Tests als Basis für künftige Hypothesen.

Testen Sie weitere Elemente (Bilder, Headlines, Texte, CTAs etc.)



C R O
IN SITE FINITY

CRO IN SITEFINITY



Problem:

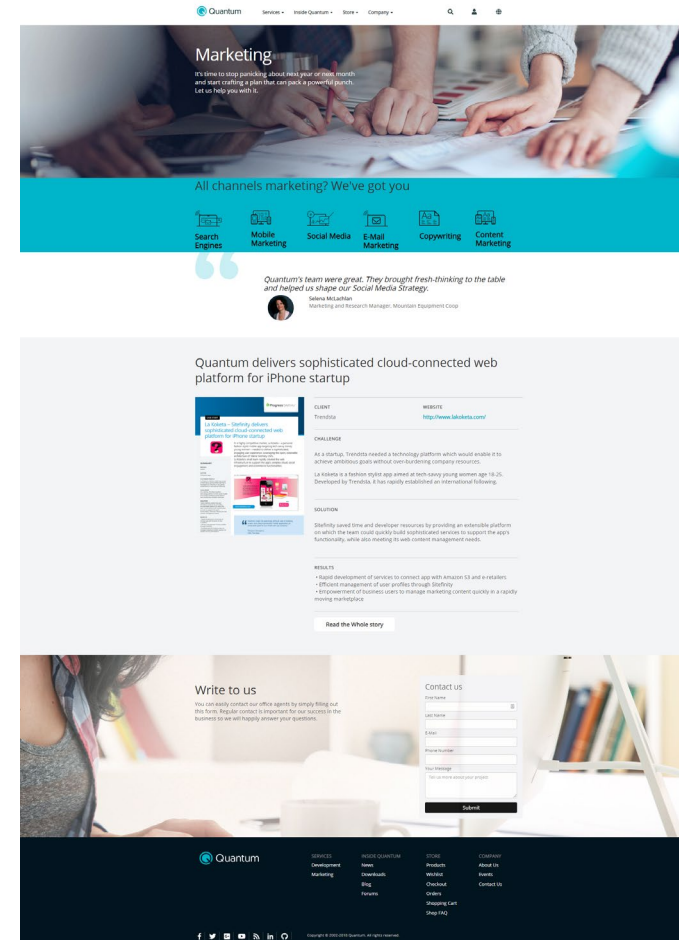
Zu wenig User nutzen das Kontaktformular zur Kontaktaufnahme.

Mögliche Ursachen

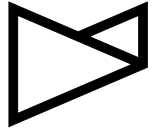
- CTA nicht sichtbar genug
- Formular zu weit unten / zuviel Content
- Darstellungsprobleme

Mögliche Lösung:

Einen zusätzlichen CTA-Button im Header integrieren.

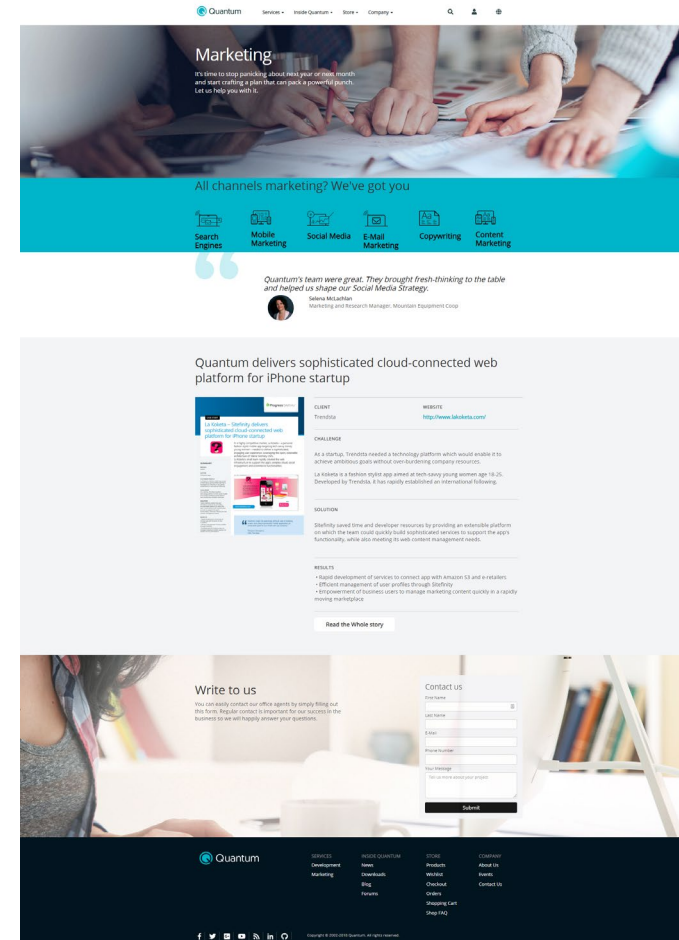


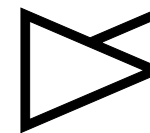
CRO IN SITEFINITY



Hypothese:

Wenn wir den **Call-To-Action** auf der **Marketing-Seite** für **alle Besucher** ändern, werden wir eine höhere **Conversion-Rate** des **Kontaktformulars** erreichen, weil der Bereich **leichter für den User zu erreichen** ist.





Pages

Create a page

Delete

More actions ▾

Search...

Sort by Hierarchy ▾

STATUS / PAGE		TRANSLATIONS	ACTIONS	ANALYTICS	DATE / OWNER
⋮	Home Published	EN ES	View Actions ▾		12 Jun, 2018 03:18 System
⋮	▾ Services Group page	EN ES	Actions ▾		12 Jun, 2018 03:18 System
⋮	Development Published	EN ES	View Actions ▾		12 Jun, 2018 03:18 System
⋮	Marketing Published	EN ES	View Actions ▾		12 Jun, 2018 03:18 System
⋮	▸ Inside Quantum Group page	EN ES	Actions ▾		12 Jun, 2018 03:18 System
⋮	▾ Store Group page	EN ES	Actions ▾		12 Jun, 2018 03:18 System
⋮	Products Published	EN ES	View Actions ▾		12 Jun, 2018 03:18 System
⋮	Wishlist Published	EN ES	View Actions ▾		12 Jun, 2018 03:18 System
⋮	Checkout Published	EN ES	View Actions ▾		12 Jun, 2018 03:18 System
⋮	Orders Published	EN ES	View Actions ▾		12 Jun, 2018 03:18 System
⋮	Shopping Cart Published	EN ES	View Actions ▾		12 Jun, 2018 03:18 System
⋮	Shop FAQ Published	EN ES	View Actions ▾		12 Jun, 2018 03:18 System
⋮	Invoice Published	EN ES	View Actions ▾		12 Jun, 2018 03:18 System
⋮	▸ Company Group page	EN ES	Actions ▾		12 Jun, 2018 03:18 System

Manage Pages

Languages

English ▾

Filter pages

All pages

My pages

Published

Drafts

Marked for translation

Sent for translation

With no Descriptions

With no Keywords

by Date modified...

Manage also

Templates

Settings for pages

Permissions for all pages

Custom fields

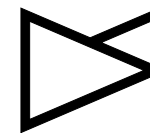
Recycle Bin



Learn how to...


Create page layouts

Add widgets to pages and templates

Work with revision history




Marketing (en)  A/B 

Other translations: 

Publish






Save as Draft




Preview



More actions 

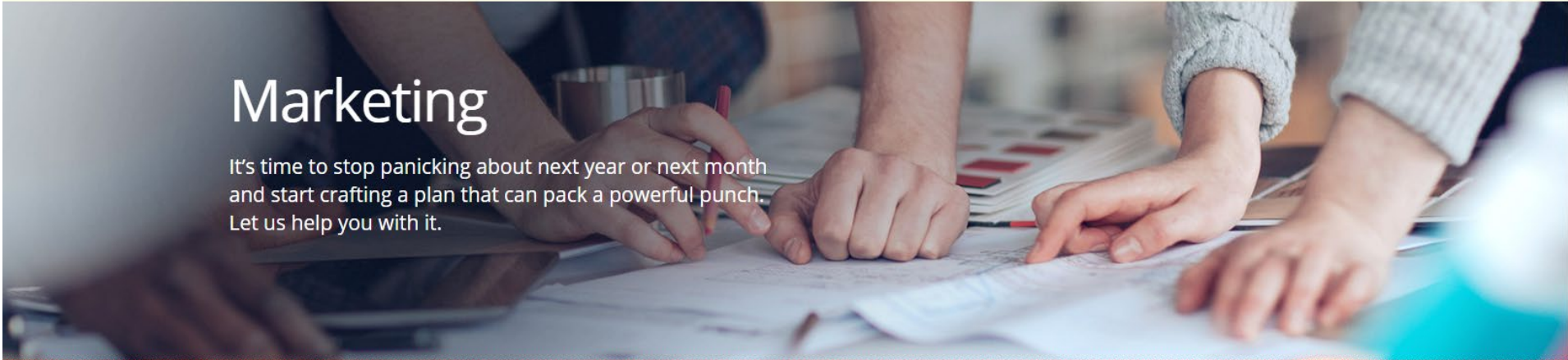
 or [Back to Pages](#)

[Title & Properties](#) [Revision History](#) [Content](#) [Layout](#)

 [Services](#)  [Inside Quantum](#)  [Store](#)  [Company](#) 




  

Card  









Marketing




It's time to stop panicking about next year or next month and start crafting a plan that can pack a powerful punch. Let us help you with it.




 Content block  




All channels marketing? We've got you




 Content block  

 Content block  

 Content block  


 Content block  


 Content block  


 Content block  


Drag widgets to add content to the page


Content


 Blogs


 Blog posts


 Card


 Comments


 Reviews


 Content block


 Events


 Calendar


 Form


 List


 Documents list

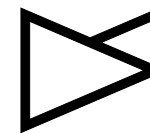
 Video



 Video gallery


 Document link

 Image

 Image gallery



Marketing (en)  A/B 

Other translations: 

Publish

Save as Draft

Preview

A/B testing

Test different versions of this page to optimize your conversions.

Create a test

Title & Properties

Revision History

Content

Layout

Quantum

Services

Inside Quantum

Store

Company

Search

User

Globe

Card

Edit

More

Marketing

It's time to stop panicking about next year or next month and start crafting a plan that can pack a powerful punch. Let us help you with it.

Content block

Edit

More

All channels marketing? We've got you

Content block

Edit

More

Content block

Edit

More

Content block

Edit

More

Content block

Edit

More

Content block

Edit

More

Content block


Edit


More


Content


Drag widgets to add content to the page


Content


 Blogs


 Blog posts


 Card


 Comments


 Reviews


 Content block


 Events


 Calendar


 Form


 List


 Documents list

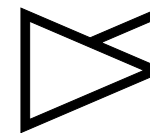
 Video

 Video gallery

 Document link

 Image

 Image gallery



[Back to Edit page](#)

Create a test

Title

MKTG-Header-CTA



Description

Describe your test hypothesis.

Start date

Stop date

Page variations

Page



Services > Development
Locked by Admin Admin | Published

EN

[View](#)



Variations

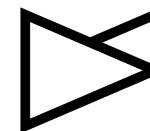
NAME	TRAFFIC DISTRIBUTION
Original	50 %
Variation #1	50 %

[Add variation](#)

Goals

[Add goal](#)

[Create and go to edit content](#) or [Back to Edit page](#)



[Back to Edit page](#)

Create a test

Title

MKTG-Header-CTA

Description

By adding a CTA to the header to the marketing page, we will make it easier for visitors to contact us, thus increasing the number of form submits

Describe your test hypothesis.

Start date

Stop date

Page variations

Page

Services > Development

Locked by Admin Admin | Published

EN

[View](#)

Variations

NAME	TRAFFIC DISTRIBUTION
Original	50 %
<div>Variation #1</div>	50 %

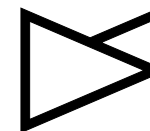
Add variation

Goals

Add goal

Create and go to edit content

 or [Back to Edit page](#)



[Back to Edit page](#)

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Start date

Stop date

Page variations

Page



Services > Development
Locked by Admin Admin | Published

EN

[View](#)

Variations

NAME	TRAFFIC DISTRIBUTION
Original	50 %
MKTG-Header-CTA	50 %

[Add variation](#)

Goals

[Add goal](#)

[Create and go to edit content](#) or [Back to Edit page](#)

Create a test

ADD GOAL ×

Select goal type

Next page viewed ▼

is ▼

Next page viewed

Form submission

DEC conversion

Done

Cancel

Title

MKTG-Header

Description

By adding
contact us


Describe your


Start date

Stop date

Page variations

Page

 Services > Development
Locked by Admin Admin | Published EN

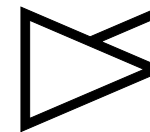
View 

Variations

NAME	TRAFFIC DISTRIBUTION
Original	50 %
MKTG-Header-CTA	50 %
Add variation	

Goals

Create and go to edit content or Back to Edit page



Create a test

ADD GOAL

×

Select goal type

DEC conversion ▾ is

Web Site: Submit Contact Us Form ▾

CRM: Contact Sales by Phone

CRM: Purchase Notebook

Download a PDF

Submit a Request a Quote form

Web Site: Register an Account

Web Site: Store Locator

Web Site: Submit Contact Us Form

Title

MKTG-Header

Description

By adding contact us

Describe your test

Start date

Stop date

Page variations

Page

Services > Development

Locked by Admin Admin | Published

EN

View

Variations

NAME	TRAFFIC DISTRIBUTION
Original	50 %
MKTG-Header-CTA	50 %
<div>Add variation</div>	

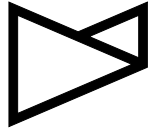
Goals

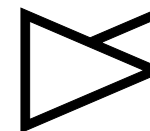
Add goal

Create and go to edit content

 or

Back to Edit page





Create a test

Title

MKTG-Header-CTA



Description

By adding a CTA to the header to the marketing page, we will make it easier for visitors to contact us, thus increasing the number of form submits

Describe your test hypothesis.

Start date

Stop date

Page variations

Page



Services > Development
Locked by Admin Admin | Published

EN

[View](#)

Variations

NAME	TRAFFIC DISTRIBUTION	
Original	<input type="text" value="50"/>	%
<input type="text" value="MKTG-Header-CTA"/>	<input type="text" value="50"/>	%

[Add variation](#)

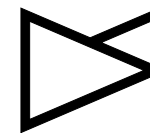
Goals


DEC conversion is [Web Site: Submit Contact Us Form](#) *Primary*




[Add goal](#)


[Create and go to edit content](#) or [Back to Edit page](#)



Marketing (en) 

A/B MKTG-Header-CTA-V1 

Draft newer than published version

Other translations: 

Publish

Save as Draft

Preview

A/B TESTING STATUS


☐ Not started

Start test


CURRENTLY VIEWING...

Original

☒ MKTG-Header-CTA-V1

 Edit A/B test

MKTG-Header-CTA-V1

 Preview page variations

Title & Properties

Revision History

Content

Layout


Quantum


Services


Inside Quantum

Store

Company







Card

Edit

More

Marketing

It's time to stop panicking about next year or next month and start crafting a plan that can pack a powerful punch. Let us help you with it.

Contact Us

Column 1

Drag widgets here

Content block

Edit

More

Content block

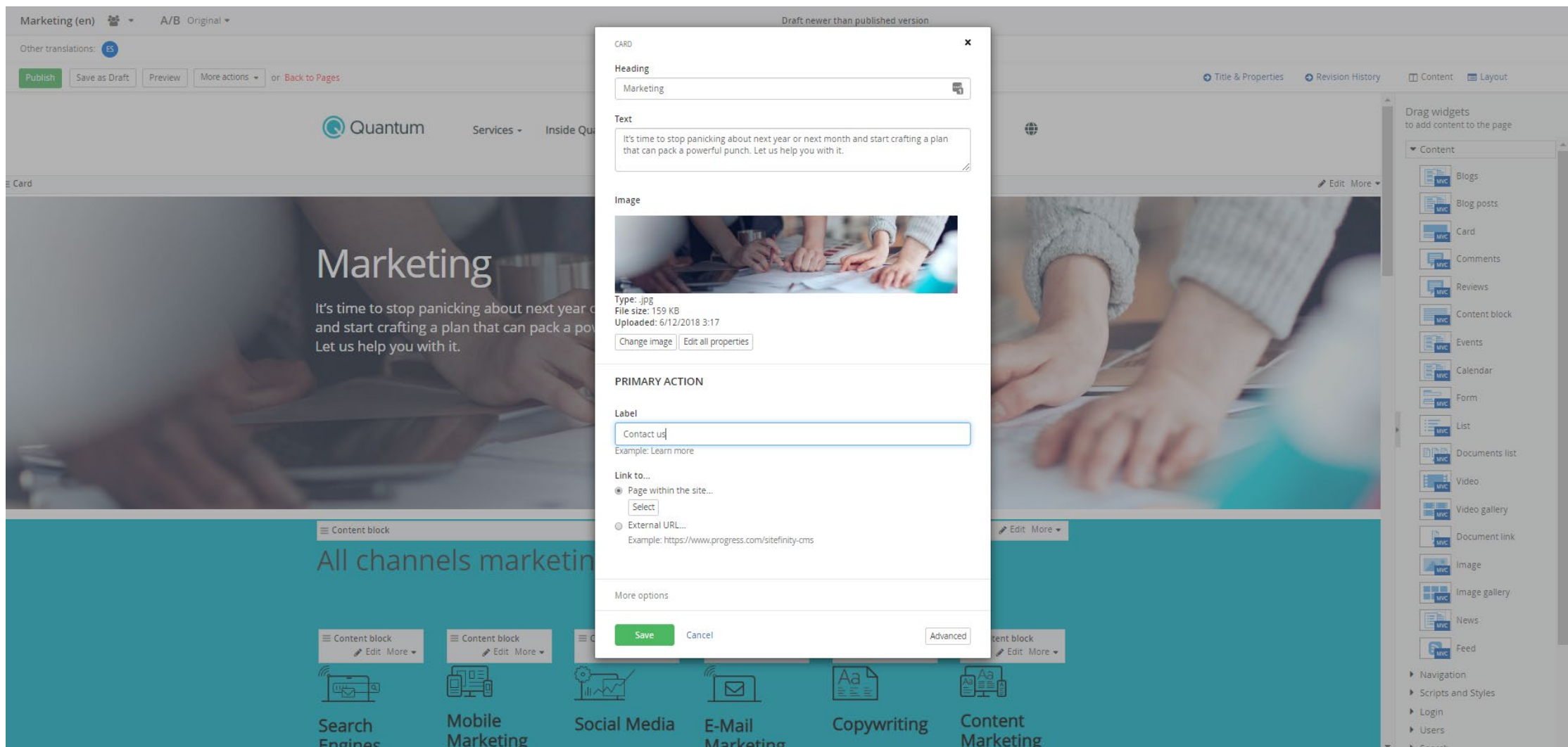
Content block

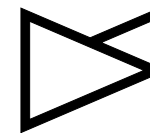
Content block

Content block

Content block

Content block





Marketing (en) A/B Original Draft newer than published version

Other translations: ES

Publish Save as Draft Preview More actions or: Back to Pages

Quantum Services Inside Qu

Marketing

It's time to stop panicking about next year and start crafting a plan that can pack a punch. Let us help you with it.

Content block Edit More

All channels marketing? We've got you

Content block Edit More

Content block Edit More

Content block Edit More

Content block Edit More

Content block Edit More

Content block Edit More

Search Engines Mobile Marketing Social Media E-Mail Marketing Copywriting Content Marketing

SELECT A PAGE

Narrow by typing

- Home Published
- Services Group
- Inside Quantum Group
- Store Group
- Company Group
- About Us Published
- Events Published
- Contact us Published
- Your Account Group
- Internal Resources Group

Done selecting Cancel

Title & Properties Revision History Content Layout

Drag widgets to add content to the page

Content

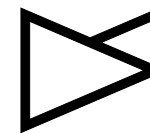
- Blog
- Blog posts
- Card
- Comments
- Reviews
- Content block
- Events
- Calendar
- Form
- List
- Documents list
- Video
- Video gallery
- Document link
- Image
- Image gallery
- News
- Feed

Navigation

Scripts and Styles

Login

Users



Marketing (en) A/B Original Draft newer than published version

Other translations: ES

Publish Save as Draft Preview More actions or: Back to Pages

Quantum Services Inside Quantum

Marketing

It's time to stop panicking about next year or next month and start crafting a plan that can pack a powerful punch. Let us help you with it.

Content block Edit More

All channels marketing

Content block Edit More

Content block Edit More

Search Mobile Marketing Social Media E-Mail Copywriting Content Marketing

CARD


Heading

Marketing

Text

It's time to stop panicking about next year or next month and start crafting a plan that can pack a powerful punch. Let us help you with it.

Image



Type: jpg
File size: 159 KB
Uploaded: 6/12/2018 3:17

Change image Edit all properties

PRIMARY ACTION

Label

Contact us

Example: Learn more

Link to...

☒ Page within the site...

Company > Contact us Change

☐ External URL...

Example: https://www.progress.com/sitefinity-cms

More options

Save Cancel Advanced

Title & Properties Revision History Content Layout

Drag widgets to add content to the page

Content

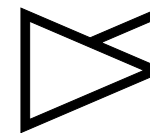
- Blags
- Blog posts
- Card
- Comments
- Reviews
- Content block
- Events
- Calendar
- Form
- List
- Documents list
- Video
- Video gallery
- Document link
- Image
- Image gallery
- News
- Feed

Navigation

Scripts and Styles

Login

Users



Other translations:

[Publish](#) [Save as Draft](#) [Preview](#) [More actions](#) or [Back to Pages](#)

[Title & Properties](#) [Revision History](#) [Content](#) [Layout](#)



[Services](#) [Inside Quantum](#) [Store](#) [Company](#)



Card

[Edit](#) [More](#)

Marketing

It's time to stop panicking about next year or next month and start crafting a plan that can pack a powerful punch. Let us help you with it.

[Contact Us](#)

Column 1
Drag widgets here

Content block

[Edit](#) [More](#)

All channels marketing? We've got you

Content block
[Edit](#) [More](#)



Content block
[Edit](#) [More](#)



Content block
[Edit](#) [More](#)



Content block
[Edit](#) [More](#)



Content block
[Edit](#) [More](#)



Content block
[Edit](#) [More](#)

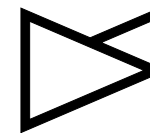


Drag widgets to add content to the page

Content

- Blogs
- Blog posts
- Card
- Comments
- Reviews
- Content block
- Events
- Calendar
- Form
- List
- Documents list
- Video
- Video gallery
- Document link
- Image
- Image gallery
- News
- Feed

Navigation
Scripts and Styles
Login
Users
Search



Services ▾ Inside Quantum ▾ Store ▾ Company ▾



Marketing

It's time to stop panicking about next year or next month and start crafting a plan that can pack a powerful punch. Let us help you with it.

Contact Us

All channels marketing? We've got you



Search
Engines



Mobile
Marketing



Social Media



E-Mail
Marketing



Copywriting



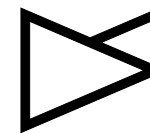
Content
Marketing





Quantum's team were great. They brought fresh-thinking to the table and helped us shape our Social Media Strategy.




Selena McLachlan
Marketing and Research Manager, Mountain Equipment Coop



Marketing (en) 

A/B MKTG-Header-CTA-V1 

Draft newer than published version

Other translations: 

Publish

Save as Draft

Preview

A/B TESTING STATUS


☐ Not started

Start test


CURRENTLY VIEWING...

Original

☒ MKTG-Header-CTA-V1

 Edit A/B test

MKTG-Header-CTA-V1

 Preview page variations

Title & Properties

Revision History

Content

Layout


Quantum


Services


Inside Quantum

Store

Company







Card

Edit More

Marketing

It's time to stop panicking about next year or next month and start crafting a plan that can pack a powerful punch. Let us help you with it.

Contact Us

Column 1

Drag widgets here

Content block

Edit More

All channels marketing? We've got you

Content block


Content block


Content block


Content block


Content block


Content block


 Blogs


 Blog posts


 Card


 Comments


 Reviews


 Content block


 Events


 Calendar


 Form


 List


 Documents list


 Video


 Video gallery

 Document link

 Image

 Image gallery

 News

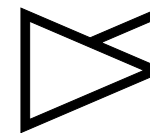
 Feed

Navigation

Scripts and Styles

Login









































































































Users



Pages

Create a page Delete More actions ▾ Search...

Sort by Hierarchy ▾

STATUS / PAGE		TRANSLATIONS		ACTIONS	ANALYTICS	DATE / OWNER
	 Home Published			 View	 Actions ▾	 Link 12 Jun, 2018 03:18 System
	 Services Group page				 Actions ▾	12 Jun, 2018 03:18 System
	 Development Published		 A/B test	 View	 Actions ▾	 Link 12 Jun, 2018 03:18 System
	 Marketing Locked by Admin Admin Published		 A/B test •  Results	 View	 Actions ▾	 Link 12 Jun, 2018 03:18 System
	 Inside Quantum Group page				 Actions ▾	12 Jun, 2018 03:18 System
	 Store Group page				 Actions ▾	12 Jun, 2018 03:18 System
	 Products Published			 View	 Actions ▾	 Link 12 Jun, 2018 03:18 System
	 Wishlist Published			 View	 Actions ▾	 Link 12 Jun, 2018 03:18 System
	 Checkout Published			 View	 Actions ▾	 Link 12 Jun, 2018 03:18 System
	 Orders Published			 View	 Actions ▾	 Link 12 Jun, 2018 03:18 System
	 Shopping Cart Published			 View	 Actions ▾	 Link 12 Jun, 2018 03:18 System
	 Shop FAQ Published			 View	 Actions ▾	 Link 12 Jun, 2018 03:18 System
	 Invoice Published			 View	 Actions ▾	 Link 12 Jun, 2018 03:18 System
	 Company Group page				 Actions ▾	12 Jun, 2018 03:18 System
	 Your Account Group page				 Actions ▾	12 Jun, 2018 03:18 System
	 Internal Resources Group page				 Actions ▾	12 Jun, 2018 03:18 System
	 Error Pages Group page				 Actions ▾	12 Jun, 2018 03:18 System

Manage Pages

Languages

English ▾

Filter pages

All pages
My pages
Published
Drafts
Marked for translation
Sent for translation
With no Descriptions
With no Keywords
by Date modified...

Manage also




Templates

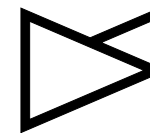
Settings for pages

Permissions for all pages
Custom fields

 Recycle Bin

Learn how to...

 Create page layouts
 Add widgets to pages and templates
 Work with revision history



Pages

































































































Create a page Delete More actions ▾ Search...

TOOLS
Analytics
Personalization
A/B testing

EMAIL CAMPAIGNS
Campaigns
Message templates
Mailing lists
Subscribers

SITEFINITY DEC
Insights

Sort by Hierarchy ▾

STATUS / PAGE		TRANSLATIONS		ACTIONS	ANALYTICS	DATE / OWNER
	 Home Published			 View	 Lat	12 Jun, 2018 03:18 System
	 Services Group page	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Development Published			 View	 Lat	12 Jun, 2018 03:18 System
	 Marketing Locked by Admin Admin Published			 View	 Lat	12 Jun, 2018 03:18 System
	 Inside Quantum Group page	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Store Group page	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Products Published	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Wishlist Published	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Checkout Published	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Orders Published	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Shopping Cart Published	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Shop FAQ Published	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Invoice Published	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Company Group page	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Your Account Group page	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Internal Resources Group page	 		 View	 Lat	12 Jun, 2018 03:18 System
	 Error Pages Group page	 		 View	 Lat	12 Jun, 2018 03:18 System

Manage Pages

Languages

English ▾

Filter pages


All pages
My pages
Published
Drafts
Marked for translation
Sent for translation
With no Descriptions
With no Keywords
by Date modified...

Manage also




Templates

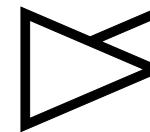
Settings for pages

Permissions for all pages
Custom fields

 Recycle Bin

Learn how to...

 Create page layouts
 Add widgets to pages and templates
 Work with revision history



A/B Testing

Create a test

Search...

Sort Last modified on top ▾

TITLE	PAGE	RESULTS	ACTIONS	DATE/OWNER
Dev-Headers-CTA ● Active	Development		Actions ▾	Apr 24, 2019 10:01 PM Admin Admin
MKTG-Header-CTA ● Active	Marketing		Actions ▾	Apr 24, 2019 9:03 PM Admin Admin

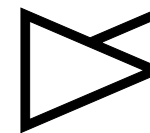
Manage A/B testing

Filter tests

All tests
My tests
Not started
Scheduled
Active
Stopped
Ended

Manage also

Permissions



Demos - NA ▾

Analytics

Administration



Megan Gouveia ▾

Peck Datacenter

Dashboard

Conversions

Conversion tracking

Recommendations

Campaigns

Touchpoints

Optimization

A/B tests

Personalization

Scoring

Personas

Lead scoring

Audience

Contacts

NEW: Conversion Reports enhancements. [Learn more](#)



This is a sample data center.

[Peck Datacenter](#) > [A/B tests](#)

A/B tests

All (1)

Active (1)

Stopped (0)

Ended (0)

FROM-TO

TOTAL VISITORS

Optimize Contact Us Conversions

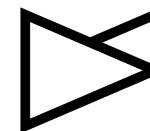
Active

★ You have a winner

30 Apr 2018 - up to now

1078

All dates and times are in UTC time zone.



Demos - NA

Analytics

Administration



Megan Gouveia

Peck Datacenter

Dashboard

Conversions

Conversion tracking

Recommendations

Campaigns

Touchpoints

Optimization

A/B tests

Personalization

Scoring

Personas

Lead scoring

Audience

Contacts

Peck Datacenter > A/B tests > Optimize Contact Us Conversions

Optimize Contact Us Conversions

Last data update: 25 Apr 2019, 12:03 AM

★ You have a winner

• Active test
Started: 30 Apr 2018

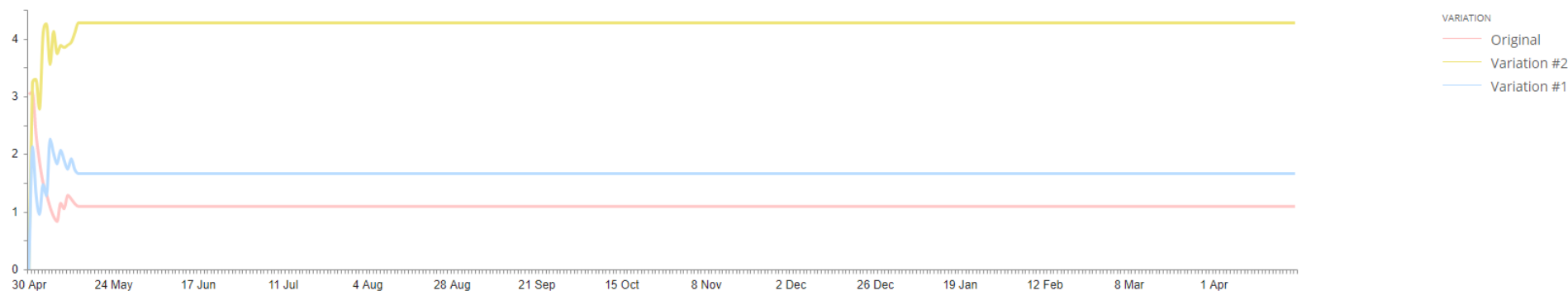
Winner
Variation #2

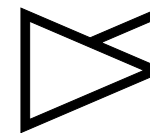
Active for
360 days

Total visitors
1078

Goal completion rate

Goal: Next page viewed is Contact Us (Primary)





Demos - NA ▾

Analytics

Administration



Megan Gouveia ▾

Peck Datacenter

[Dashboard](#)

Conversions

[Conversion tracking](#)

[Recommendations](#)

[Campaigns](#)

[Touchpoints](#)

Optimization

[A/B tests](#)

[Personalization](#)

Scoring

[Personas](#)

[Lead scoring](#)

Audience

[Contacts](#)

Next page viewed is Contact Us

Goal 1 (Primary)

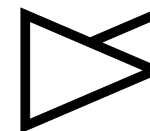
VARIATION	GOAL COMPLETION RATE	GOAL COMPLETIONS	VISITORS	IMPROVEMENT	STATISTICAL SIGNIFICANCE
Original	1.09%	4	366	Baseline	Baseline
Variation #2 ★ Winner	4.27%	15	351	+291%	High
Variation #1	1.66%	6	361	+52.1%	Low



Web Site: Submit Contact Us Form

Goal 2. Based on [DEC conversion tracking](#)


VARIATION	GOAL COMPLETION RATE	GOAL COMPLETIONS	VISITORS	IMPROVEMENT	STATISTICAL SIGNIFICANCE
Original	1.37%	5	366	Baseline	Baseline
Variation #2	0.855%	3	351	-37.4%	Low
Variation #1	4.43%	16	361	+224%	High

All dates and times are in UTC time zone.



Marketing (en)  A/B Original 

Published on 24 April 2019

Other translations: 

Publish

Save as Draft

Preview

A/B TESTING STATUS

Stopped

Resume test

CURRENTLY VIEWING...

Original

MKTG-Header-CTA-V1

Edit A/B test

Preview page variations

RESULTS

No winner identified yet

End test


Quantum


Services


Inside Quantum

Store

Company







Content

Layout

Drag widgets to add content to the page

Content

Blog

Blog posts

Card

Comments

Reviews

Content block

Events

Calendar

Form

List

Documents list

Video

Video gallery

Document link

Image

Image gallery

News

Feed

Navigation

Scripts and Styles

Login

Users

Marketing

It's time to stop panicking about next year or next month and start crafting a plan that can pack a powerful punch. Let us help you with it.

Content block

All channels marketing? We've got you

Content block

Search

Content block

Mobile

Content block

Social Media

Content block

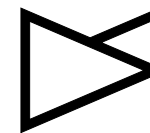
E-Mail



Content block

Conversion

Content block

Content



Marketing (en)  A/B Original 


Published on 24 April 2019

Other translations: ES

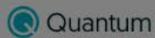


Publish

Save as Draft

Preview

More actions 

 or [Back to Pages](#)


 Quantum Services  Inside Quantum 

Title & Properties


Revision History


Content

Layout

END A/B TEST 

Select final variation

Original 

MKTG-Header-CTA-V1 



Once you end the test and publish the selected variation, all other variations are deleted

Publish and end A/B test



Save as Draft and end A/B test



Marketing



It's time to stop panicking about next year or next month and start crafting a plan that can pack a powerful punch. Let us help you with it.



Content block  More 



All channels marketing? We've got you



Content block  More 


Content block  More 


Content block  More 


Content block  More 


Content block  More 


Content block  More 

 Mobile

 Social Media

 Email

 Conversion

 Content

Content

Drag widgets to add content to the page

Content

Blog

Blog posts

Card

Comments

Reviews

Content block

Events

Calendar

Form

List

Documents list

Video

Video gallery

Document link

Image

Image gallery

News

Feed

Navigation

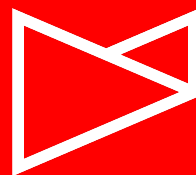
Scripts and Styles

Login

Users

Q U E S T I O N S ?





DAVIESMEYER
FOR LEADING BRANDS

HAMBURG | LONDON | ZÜRICH | NOVI SAD



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