

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

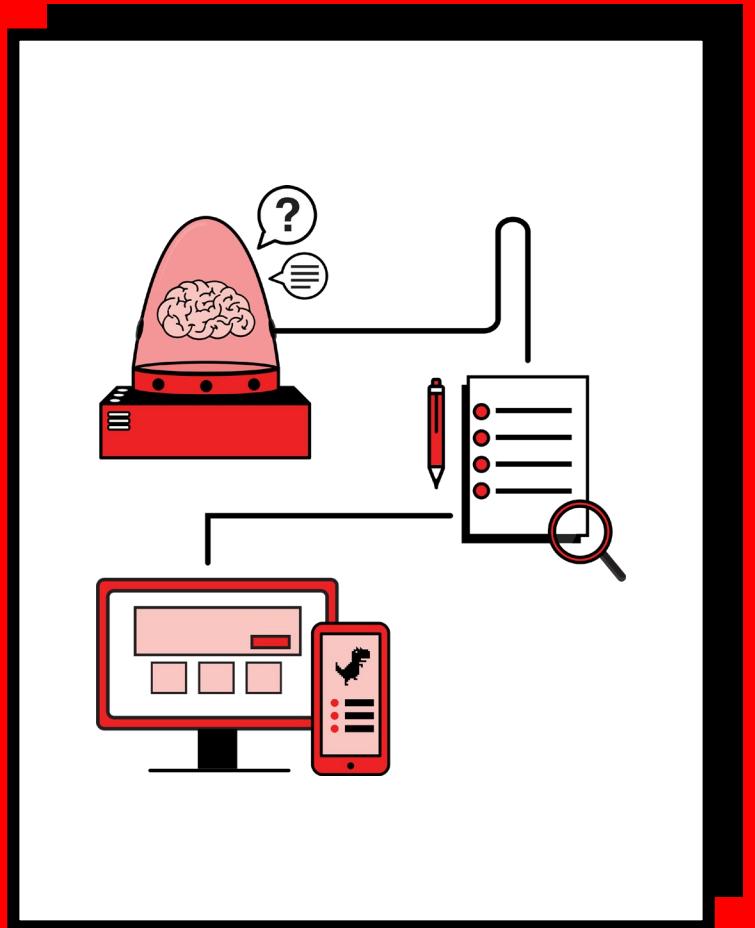
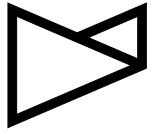


Das Unternehmen hinter dem **Progress Sitefinity CMS**

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

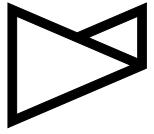
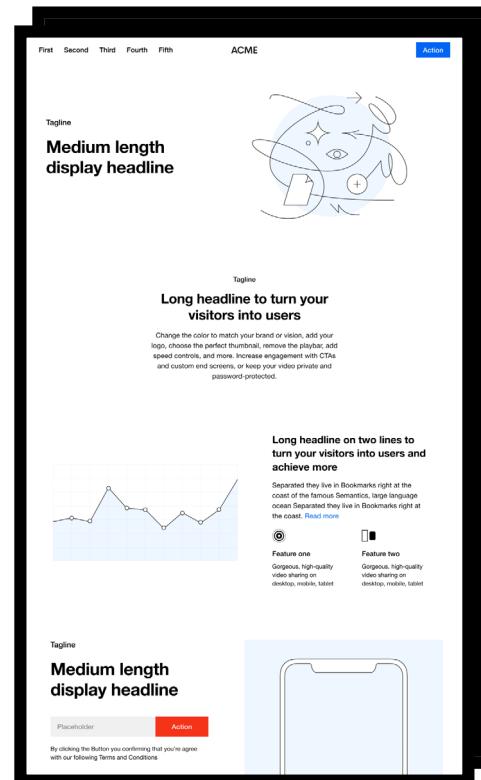


CONVERSION RATE OPTIMIERUNG

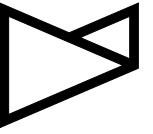


CONVERSION RATE OPTIMIERUNG

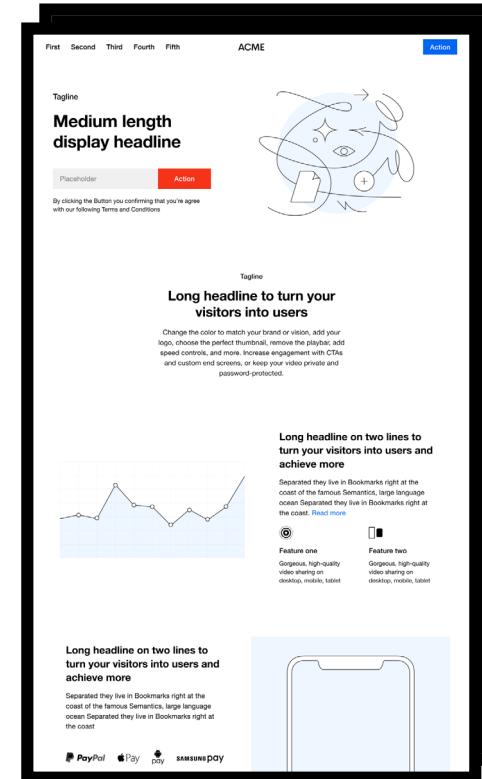
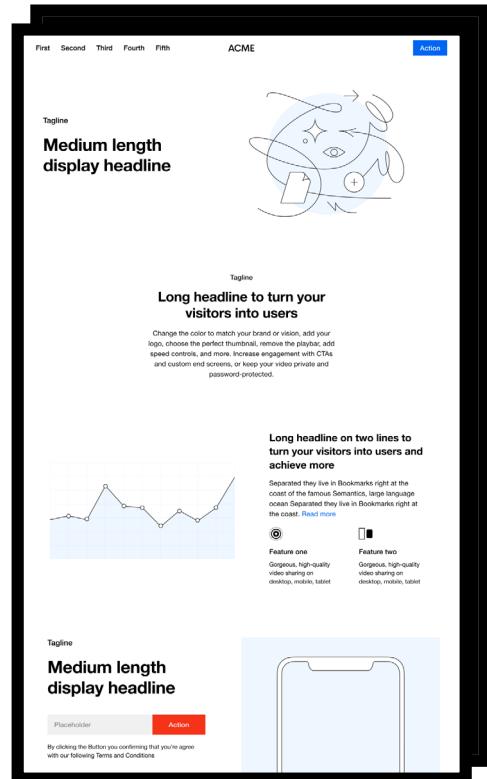
CTA-PLATZIERUNG



CONVERSION RATE OPTIMIERUNG



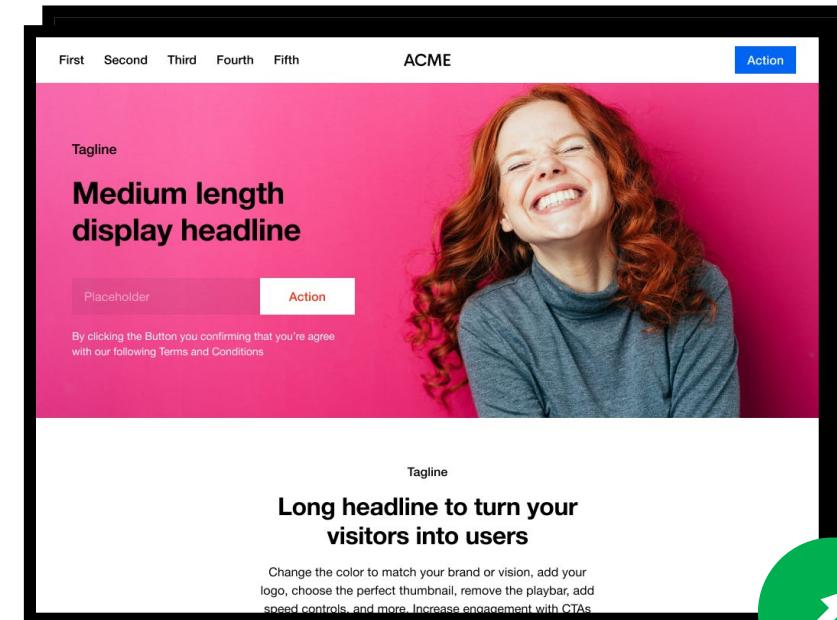
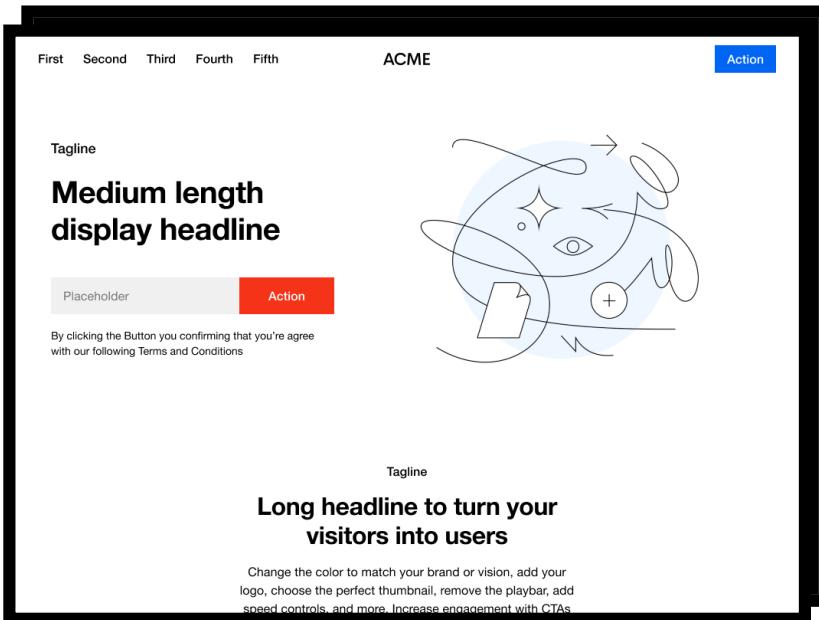
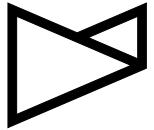
CTA-PLATZIERUNG



590%

CONVERSION RATE OPTIMIERUNG

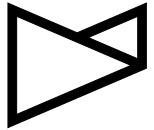
OBJEKTE DURCH MENSCHEN ERSETZEN



100%

CONVERSION RATE OPTIMIERUNG

REDESIGN DER ANGEBOTSSEITE



First Second Third Fourth Fifth

ACME

Action

Monthly Yearly

Plan	Price
Beginner	\$20 / Month
Personal	\$29 / Month
Unlimited	\$79 / Month

By creating an Account on our service, you agree to subscribe

- Showcase and embed your work
- Publish across social channels
- Sell your videos worldwide

Action



First Second Third Fourth Fifth

ACME

Action

Monthly Yearly

Plan	Price
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Personal	\$29 / Month
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By creating an Account on our service, you agree to subscribe

- Showcase and embed your work
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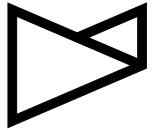
Action



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 AMEX

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, mood swings, and difficulty sleeping.

1 tweet 1 retweet

SECURE

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 Positivemommy or Swankmommy?

Reviews on Tours4Fun

NAVIGATE

Home

Redeem Rebate

About

FAQ

Free Coupon Codes and Discounts

Contact Us

• • •

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NAVIGATE

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 5% Cash Back Discount On Women



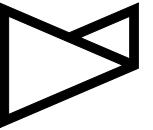
400%



KEY LEARNING AUS DEN
BEST PRACTICES

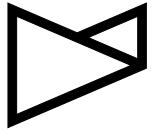
E S G I B T K E I N E
B E S T P R A C T I C E S F Ü R C R O

B E S T P R A C T I C E S



- 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

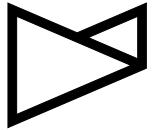
B E S T P R A C T I C E S



“

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

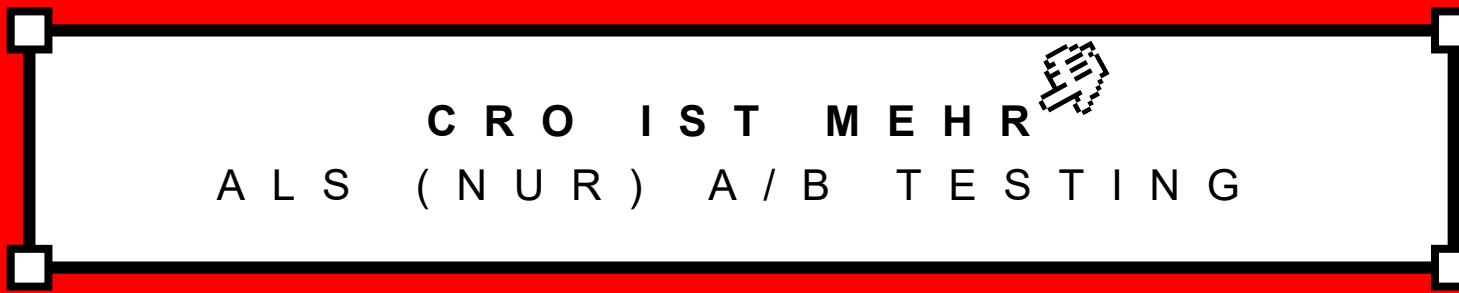
Chris Goward, Founder & CEO WiderFunnel



Let data drive decisions, not the Highest Paid Person's Opinion.

#HowGoogleWorks

HowGoogleWorks.net

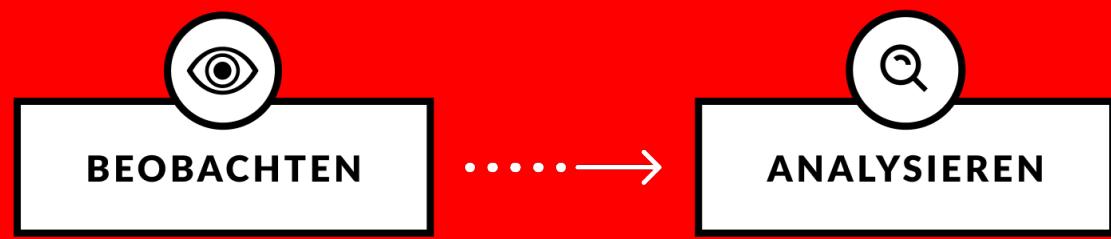
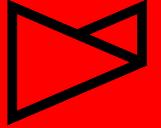


C R O I S T M E H R
A L S (N U R) A / B T E S T I N G



BEOBACHTEN

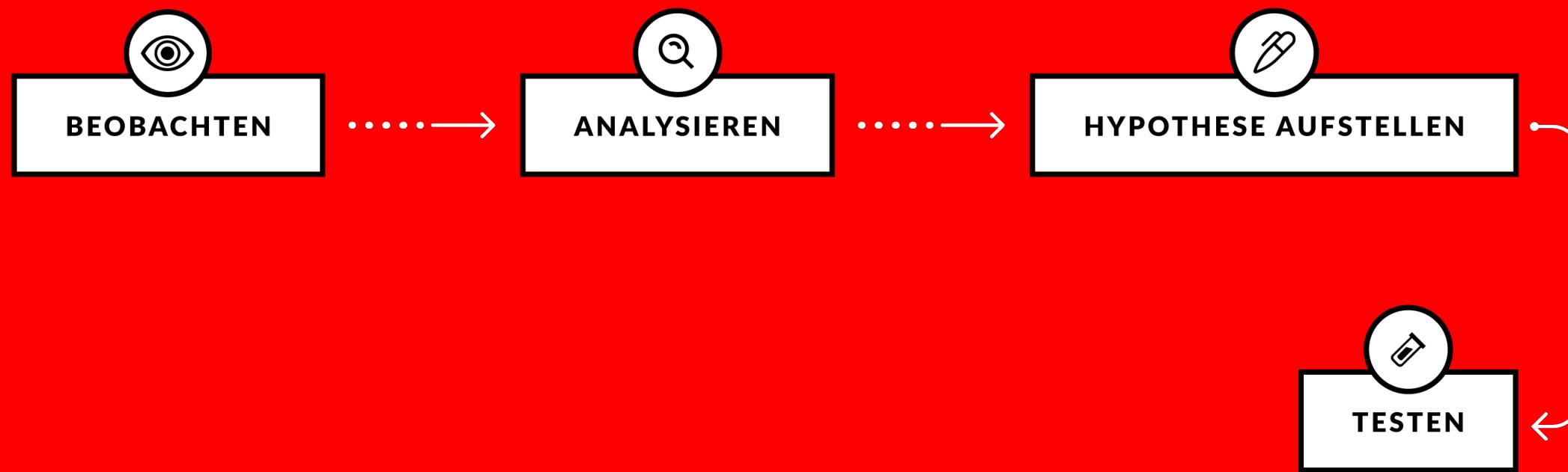
C R O I S T M E H R
A L S (N U R) A / B T E S T I N G



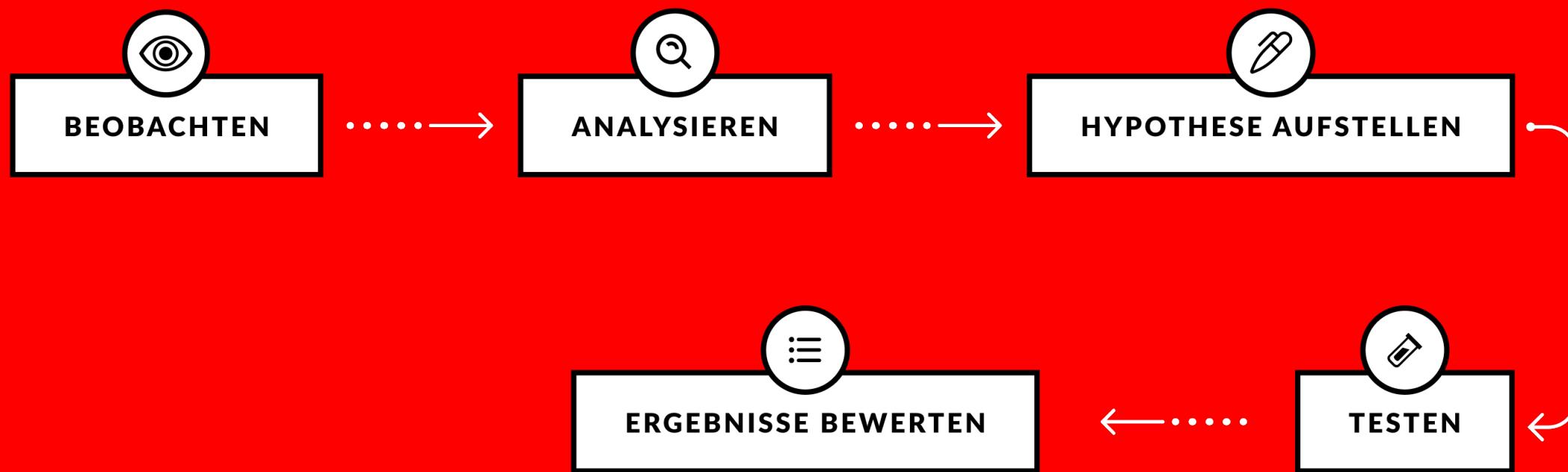
C R O I S T M E H R
A L S (N U R) A / B T E S T I N G



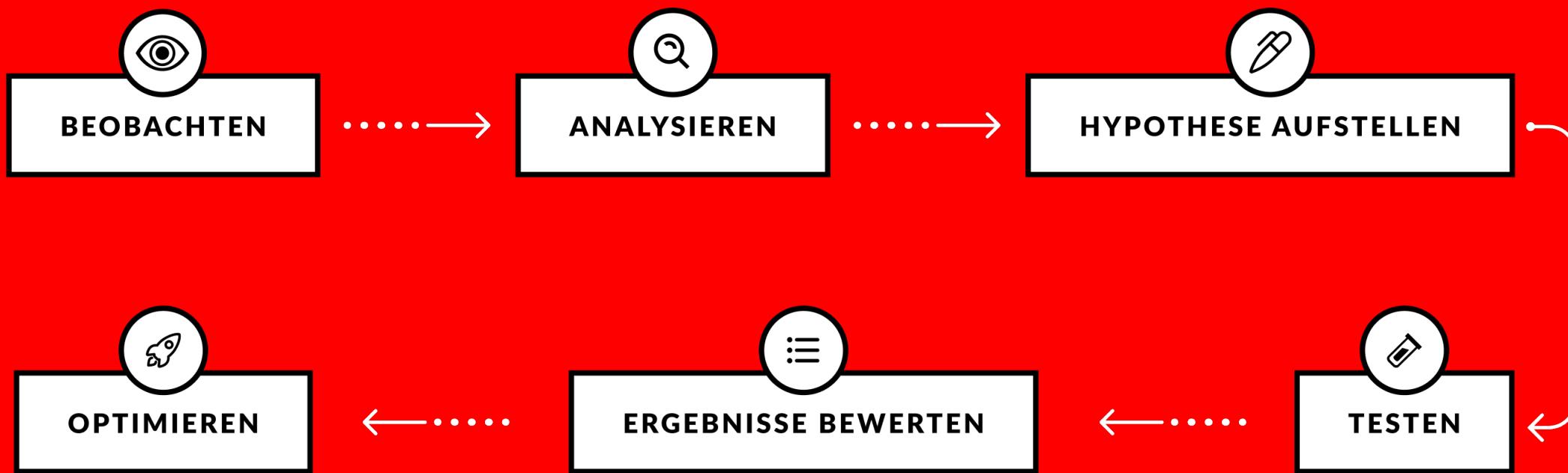
C R O I S T M E H R
A L S (N U R) A / B T E S T I N G



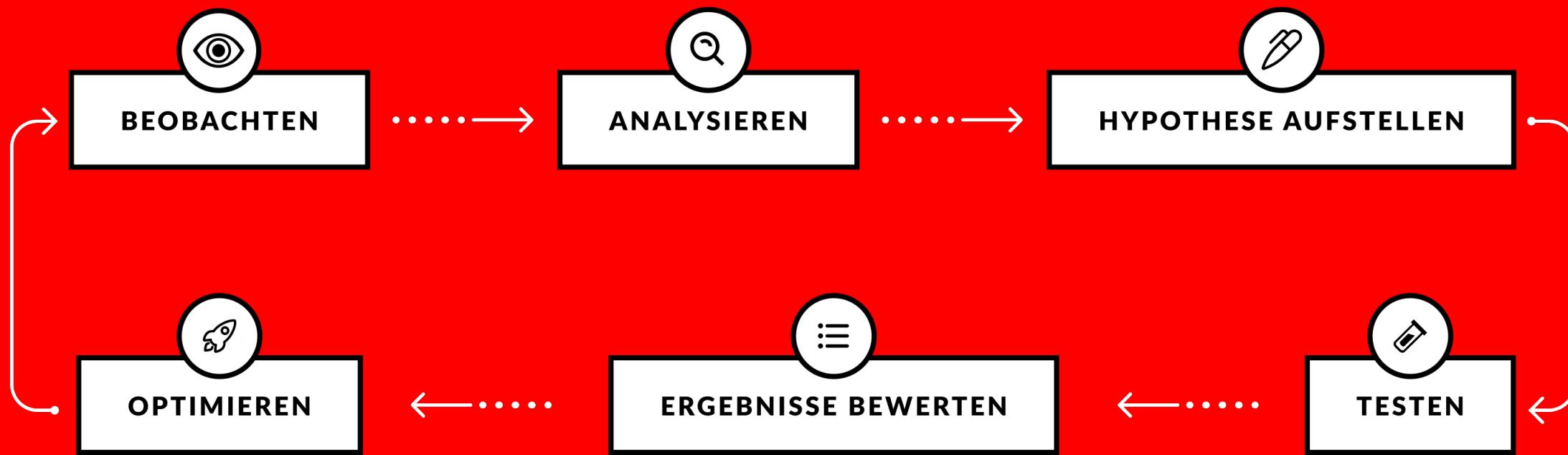
C R O I S T M E H R
A L S (N U R) A / B T E S T I N G

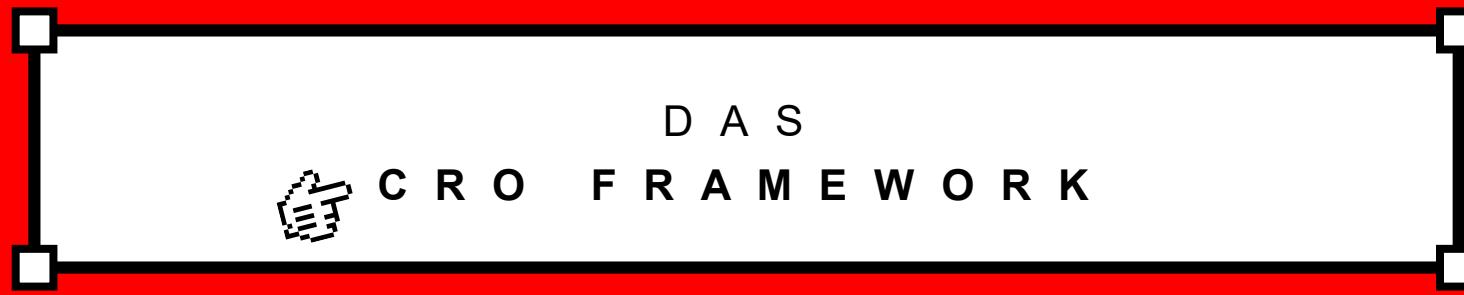


C R O I S T M E H R A L S (N U R) A / B T E S T I N G

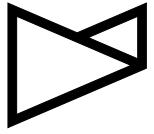


C R O I S T M E H R A L S (N U R) A / B T E S T I N G





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

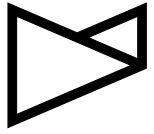
Customer Voice

Nutzerstudien
Prototype Testing
Abstimmungen
Umfragen



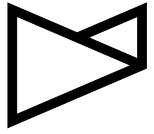
DIE VORBEREITUNG EINES A / B TESTS





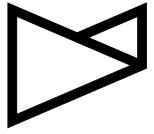
J E D E R T E S T B E N Ö T I G T E I N E
H Y P O T H E S E

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



S E T Z E N S I E S I C H
E I N K L A R E S H A U P T Z I E L

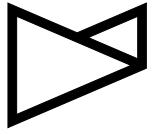
Fokussieren Sie sich.
Alle anderen Ziele sind zweitrangig.



D O N O T
S T O P , E D I T & R E S T A R T

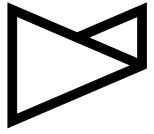
Gefährden Sie nicht die Validität ihrer Testergebnisse.

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.

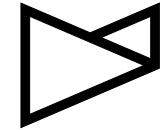
Testen Sie weitere Elemente (Bilder, Headlines, Texte, CTAs etc.)



C R O



I N S I T E F I N I T Y



Problem:

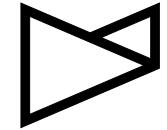
Zu wenig User nutzen das Kontaktformular zur Kontaktaufnahme.

Mögliche Ursachen

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

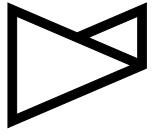
Mögliche Lösung:

Einen zusätzlichen CTA-Button im Header integrieren.



Hypothese:

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



Pages

[Create a page](#) [Delete](#) [More actions ▾](#)

STATUS / PAGE	
	Home Published
	Services Group page
	Development Published
	Marketing Published
	Inside Quantum Group page
	Store Group page
	Products Published
	Wishlist Published
	Checkout Published
	Orders Published
	Shopping Cart Published
	Shop FAQ Published
	Invoice Published
	Company Group page

TRANSLATIONS		ACTIONS	ANALYTICS	DATE / OWNER
		View	Actions ▾	12 Jun, 2018 03:18 System
		Actions ▾		12 Jun, 2018 03:18 System
		View	Actions ▾	12 Jun, 2018 03:18 System
		View	Actions ▾	12 Jun, 2018 03:18 System
		Actions ▾		12 Jun, 2018 03:18 System
		Actions ▾		12 Jun, 2018 03:18 System
		View	Actions ▾	12 Jun, 2018 03:18 System
		View	Actions ▾	12 Jun, 2018 03:18 System
		View	Actions ▾	12 Jun, 2018 03:18 System
		View	Actions ▾	12 Jun, 2018 03:18 System
		View	Actions ▾	12 Jun, 2018 03:18 System
		View	Actions ▾	12 Jun, 2018 03:18 System
		View	Actions ▾	12 Jun, 2018 03:18 System
		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](#)

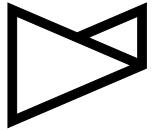
Settings for pages

[Permissions for all pages](#)
[Custom fields](#)

[Recycle Bin](#)

Learn how to...

[Create page layouts](#)
 [Add widgets to pages and templates](#)
 [Work with revision history](#)



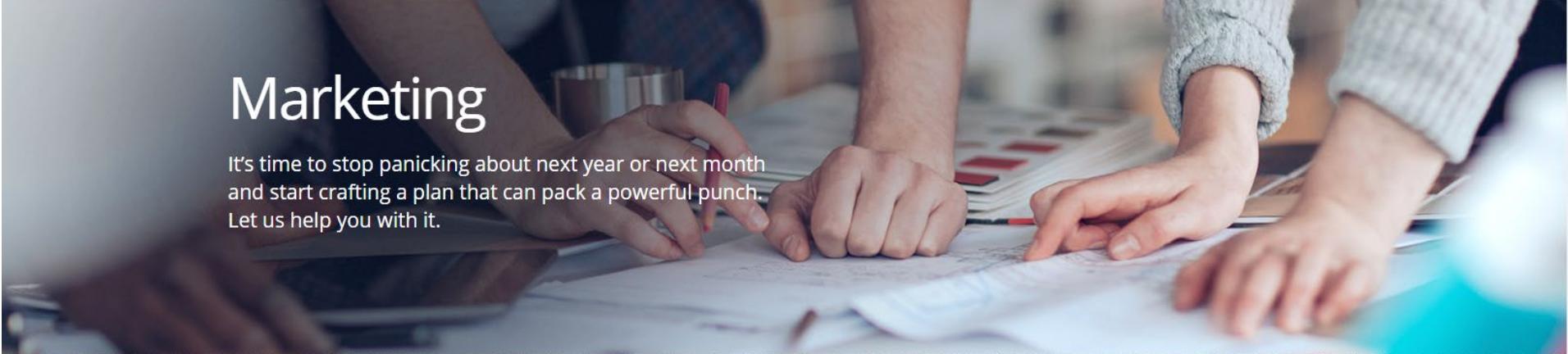
Marketing (en)  A/B 

Other translations:  ES

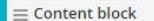
[Publish](#) [Save as Draft](#) [Preview](#) [More actions](#) or [Back to Pages](#)

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

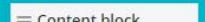
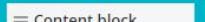
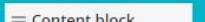
 Quantum [Services](#) [Inside Quantum](#) [Store](#) [Company](#)   

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

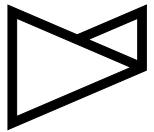
                 

Drag widgets to add content to the page

Content

-  [Blogs](#)
-  [Blog posts](#)
-  [Card](#)
-  [Comments](#)
-  [Reviews](#)
-  [Content block](#)
-  [Events](#)
-  [Calendar](#)
-  [Form](#)
-  [List](#)
-  [Documents list](#)
-  [Video](#)
-  [Video gallery](#)
-  [Document link](#)
-  [Image](#)
-  [Image gallery](#)



The screenshot shows a marketing page on the Quantum platform. At the top, there's a navigation bar with 'Marketing (en)', 'A/B', 'Other translations: ES', 'Publish', 'Save as Draft', and 'Preview'. A tooltip for 'A/B testing' is displayed, explaining that it allows testing different versions of the page to optimize conversions. Below the navigation is a header with 'Quantum' logo, 'Services', 'Inside Quantum', 'Store', and 'Company' dropdowns, and a search bar. The main content area features a large image of hands working on a document, with the word 'Marketing' overlaid. Text on the image reads: '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.' Below this is a teal-colored section with the text 'All channels marketing? We've got you'. The right side of the screen shows a sidebar titled 'Drag widgets to add content to the page' with a list of content blocks: Blogs, Blog posts, Card, Comments, Reviews, Content block, Events, Calendar, Form, List, Documents list, Video, Video gallery, Document link, Image, and Image gallery. Each item has a small icon and an 'Edit' button.

[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

[View](#)

Variations

NAME	TRAFFIC DISTRIBUTION
------	----------------------

Original	50 %
----------	------

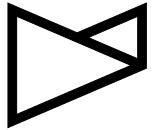
Variation #1	50 %
--------------	------

[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

View

Variations

NAME	TRAFFIC DISTRIBUTION
------	----------------------

Original	50 %
----------	------

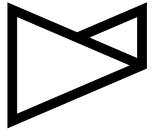
Variation #1	50 %
--------------	------

[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 EN
Locked by Admin Admin | Published

[View](#)

Variations

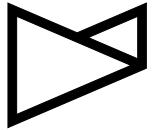
NAME	TRAFFIC DISTRIBUTION
Original	50 %
MKTG-Header-CTA	50 %

[Add variation](#)

Goals

[Add goal](#)

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



Create a test

ADD GOAL

Title MKTG-Header-CTA

Description By adding contact us

Select goal type

Next page viewed is

- Next page viewed** (selected)
- Form submission
- DEC conversion

Done **Cancel**

Describe your test

Start date

Stop date

Page variations

Page

Services > Development **EN** **View ↗**
Locked by Admin Admin | Published

Variations

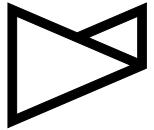
NAME	TRAFFIC DISTRIBUTION
Original	50 %
MKTG-Header-CTA	50 %

Add variation

Goals

Add goal

Create and go to edit content or **Back to Edit page**



Create a test

ADD GOAL

Title MKTG-Header-CTA

Description By adding contact us

Start date

Stop date

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

Page variations

Page

Services > Development **EN** View ↗
Locked by Admin Admin | Published

Variations

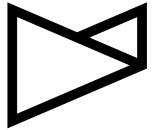
NAME	TRAFFIC DISTRIBUTION
Original	50 %
MKTG-Header-CTA	50 %

Add variation

Goals

Add goal

Create and go to edit content or Back to Edit page



Create a test

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 EN [View](#)

Variations

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

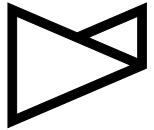
[Add variation](#)

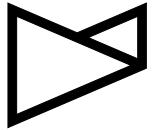
Goals

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

[Add goal](#)

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





Marketing (en) A/B MKTG-Header-CTA-V1

Other translations: ES

Start test

Draft newer than published version

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

All channels marketing? We've got you

Content block

Content block

Content block

Content block

Content block

Content block

Navigation

Scripts and Styles

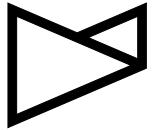
Login

Users

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



Marketing (en) A/B: Original

Other translations:

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

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.

Image

Type: .jpg
File size: 159 KB
Uploaded: 6/12/2018 3:17
[Change image](#) [Edit all properties](#)

PRIMARY ACTION

Label

Example: Learn more

Link to...

Page within the site... [Select](#)

External URL...
Example: <https://www.progress.com/sitefinity-cms>

More options

[Save](#) [Cancel](#) [Advanced](#)

Content block

All channels marketing

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

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

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

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

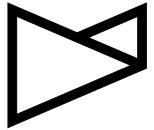
Title & Properties **Revision History** **Content** **Layout**

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](#)



Marketing (en) A/B: Original

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 and start crafting a plan that can pack a powerful punch. Let us help you with it.

SELECT A PAGE

Draft newer than published version

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](#)

Content block

All channels marketing? We've got you

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

[Search Engines](#)

[Mobile Marketing](#)

[Social Media](#)

[E-Mail Marketing](#)

[Copywriting](#)

[Content Marketing](#)

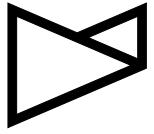
Drag widgets to add content to the page

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](#)
- [Logout](#)



Marketing (en) A/B: Original

Other translations:

[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 or next month and start crafting a plan that can pack a powerful punch. Let us help you with it.



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](#)

Content block

All channels marketing

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

[Search](#)

[Mobile Marketing](#)

[Social Media](#)

[E-Mail](#)

[Copywriting](#)

[Content Marketing](#)

Drag widgets to add content to the page

Content

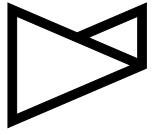
- [Blogs](#)
- [Blog posts](#)
- [Card](#)
- [Comments](#)
- [Reviews](#)
- [Content block](#)
- [Events](#)
- [Calendar](#)
- [Form](#)
- [List](#)
- [Documents list](#)
- [Video](#)
- [Video gallery](#)
- [Document link](#)
- [Image](#)
- [Image gallery](#)
- [News](#)
- [Feed](#)

Navigation

Scripts and Styles

Login

Users



Marketing (en)  A/B MKTG-Header-CTA-V1 

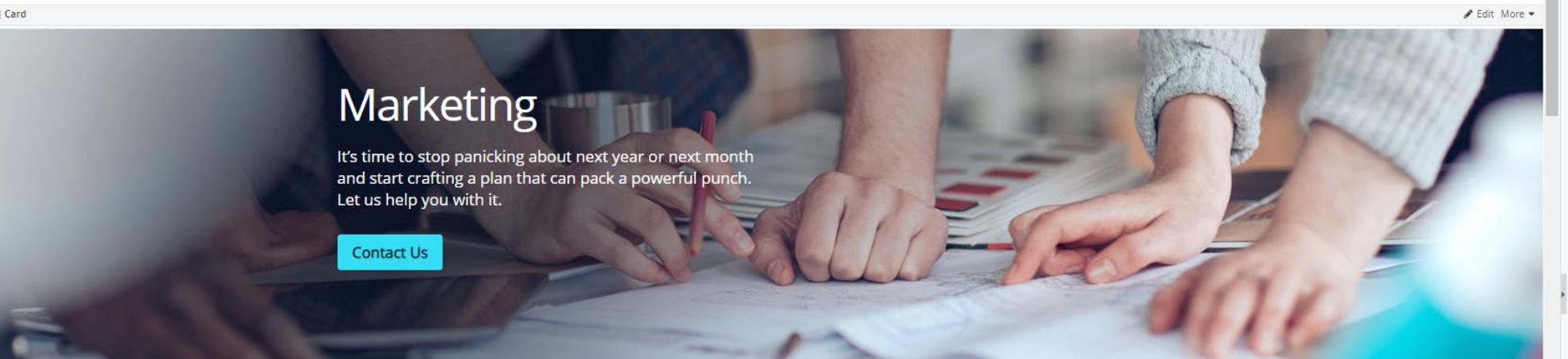
Published at 08:35 PM

Other translations:  

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

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

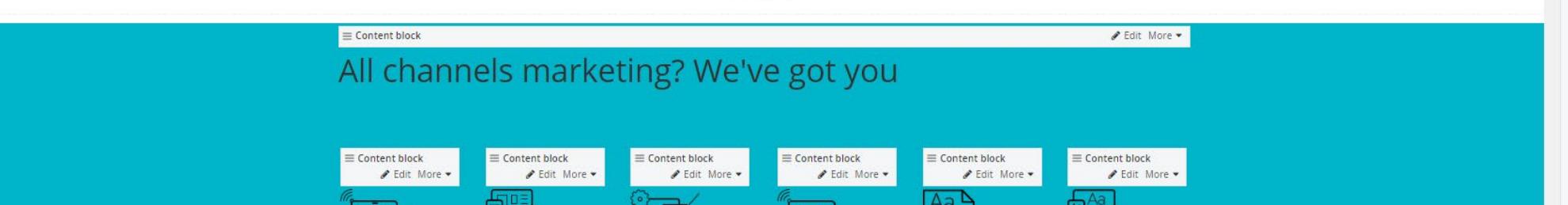
 Quantum [Services](#) [Inside Quantum](#) [Store](#) [Company](#)   

 [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](#)

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

Column 1
Drag widgets here

All channels marketing? We've got you

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

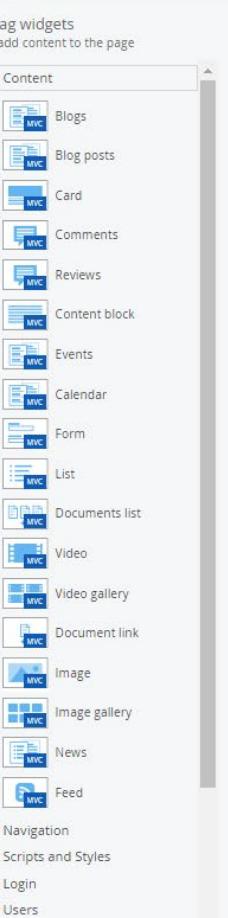
 [Edit](#) [More](#)

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

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

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

 [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](#)

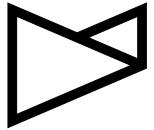
Navigation

Scripts and Styles

Login

Users

Search



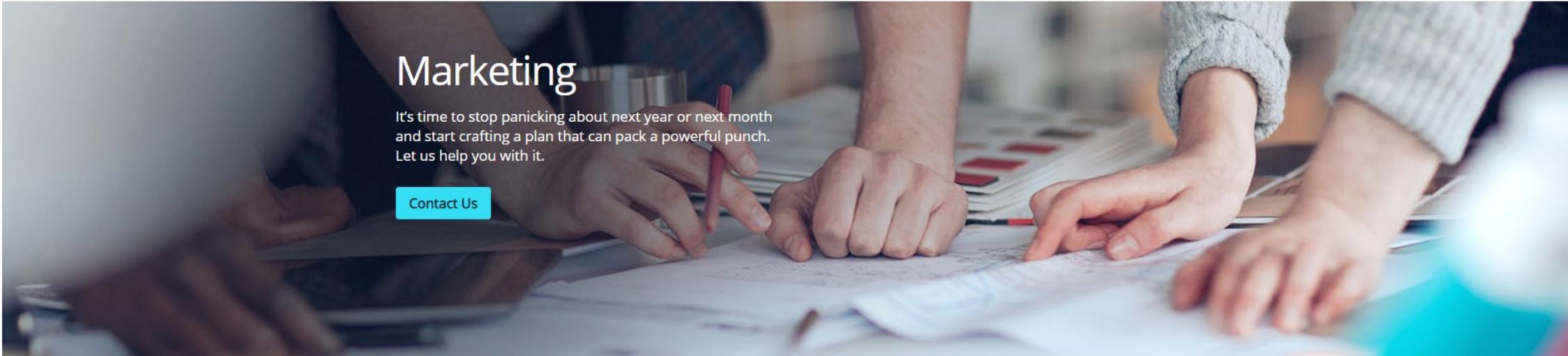
Services ▾ Inside Quantum ▾ Store ▾ Company ▾



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



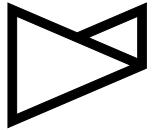
Content
Marketing



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

Other translations: ES

Start test

Draft newer than published version

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

All channels marketing? We've got you

Drag widgets to add content to the page

Content

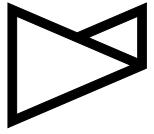
- Blogs
- Blog posts
- Card
- Comments
- Reviews
- Content block
- Events
- Calendar
- Form
- List
- Documents list
- Video
- Video gallery
- Document link
- Image
- Image gallery
- News
- Feed

Navigation

Scripts and Styles

Login

Users

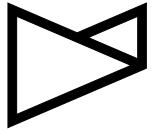


Pages

[Create a page](#) [Delete](#) [More actions ▾](#) [Search...](#)

STATUS / PAGE	
	Home Published
	Services Group page
	Development Published
	Marketing Locked by Admin Admin Published
	Inside Quantum Group page
	Store Group page
	Products Published
	Wishlist Published
	Checkout Published
	Orders Published
	Shopping Cart Published
	Shop FAQ Published
	Invoice Published
	Company Group page
	Your Account Group page
	Internal Resources Group page
	Error Pages Group page

TRANSLATIONS		ACTIONS	ANALYTICS	DATE / OWNER
		View	Actions ▾	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
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		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
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		Actions ▾	View	12 Jun, 2018 03:18 System
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		Actions ▾	View	12 Jun, 2018 03:18 System
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		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
		Actions ▾	View	12 Jun, 2018 03:18 System
	<img alt="ES icon" data-bbox="555			



Quantum International Dashboard Pages Content Ecommerce Design Administration Marketing

Live site Progress Sitefinity

Pages

Create a page Delete More actions Search...

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

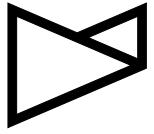
Settings for pages Permissions for all pages Custom fields

Recycle Bin

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

site18004134649127.srv09.sandbox.sitefinity.com/Sitefinity/marketing/AB-testing

Documentation What's new Feedback



A/B Testing

[Create a test](#)

Search...

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

Sort Last modified on top ▾

Manage A/B testing

Filter tests

[All tests](#)

[My tests](#)

Not started

Scheduled

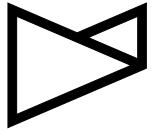
Active

Stopped

Ended

Manage also

Permissions



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

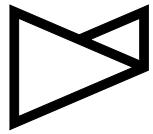
Optimize Contact Us Conversions
Active

★ You have a winner

30 Apr 2018 - up to now

1078

All dates and times are in UTC time zone.



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

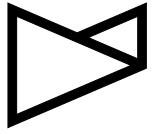
Total visitors

1078

Goal completion rate

Goal: Next page viewed is Contact Us (Primary)





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)

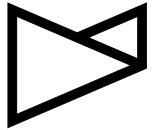
VARIATION	GOAL COMPLETION RATE	GOAL COMPLETIONS	VISITORS	IMPROVEMENT	STATISTICAL SIGNIFICANCE
Original	1.09%	4	366	Baseline	Baseline
Variation #2  Winner	4.27%	15	351	+291%	High
Variation #1	1.66%	6	361	+52.1%	Low

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

A/B TESTING STATUS: Stopped

CURRENTLY VIEWING...: ✓ Original MKTG-Header-CTA-V1

Edit A/B test Preview page variations

RESULTS: No winner identified yet

Quantum 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.

All channels marketing? We've got you

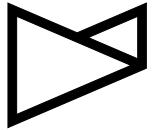
Search Mobile Social Media E-Mail Copywriting Content

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
- News
- Feed

Navigation Scripts and Styles Login Users



Marketing (en)  A/B Original 

Published on 24 April 2019

Other translations:  

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

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

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.

Select final variation

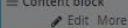
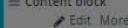
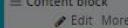
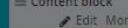
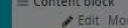
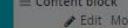
Original	View
MKTG-Header-CTA-V1	View

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](#)

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javascript:void(0)

Drag widgets to add content to the page

Content

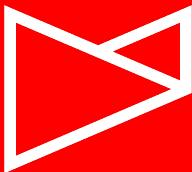
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