The Buyer's Guide to A/B Testing and Website Optimization Software

#forusersbyusers

Curated from End-User Reviews on:

trustradius

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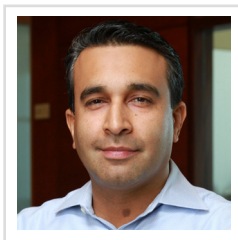
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Introduction

About this guide - Vinay Bhagat, Founder & CEO, TrustRadius

TrustRadius is excited to publish our first Buyer's Guide to A/B Testing and Website Optimization Software. It follows our Buyer's Guide to Conversion Rate Optimization Software and Buyer's Guide to Digital Analytics Software, and is based on almost 200 in-depth reviews by authenticated users of A/B testing tools on our site, www.trustradius.com.

A/B testing is a fast-growing category, as companies are increasingly using testing to optimize their websites. Software vendors are following suit by trying to make the tools as easy as possible for marketers to use. In a recent TrustRadius survey, 44 percent of respondents said they spend more than $10,000 per year on A/B testing software, and 48 percent expect to increase their spend in the coming year.

Traditional analysts cover online testing software, but we feel there is an opportunity to present first-hand insights from real users of each tool. We also recognize that small businesses and billion-dollar enterprises have very different needs; therefore, we present A/B testing tools by their adoption and ratings among small businesses, mid-size companies and enterprises. This helps you narrow your search and find the solutions that best fit your needs.

I would like to thank Megan Headley, Research Manager at TrustRadius, for reading every review, conducting numerous expert and vendor interviews, and writing this report. I would love to hear your feedback on this guide. Did you find it helpful? How can we improve it? Please email me at vinay@trustradius.com or find me on Twitter @vinaybhagat.

About TrustRadius

TrustRadius is the leading site for business software users to share real-world insights through in-depth reviews and networking. We help users make better product selection, implementation and usage decisions. Every reviewer is authenticated and every review vetted before publication. Unlike simple rating sites, TrustRadius reviews are structured and substantive, averaging more than 400 words each. Reviewers can also update their reviews to keep them current. Founded by successful entrepreneurs and backed by the Mayfield Fund, TrustRadius is bringing transparency and efficiency to the $3.7 trillion business technology market.

In this guide – Megan Headley, Research Manager, TrustRadius
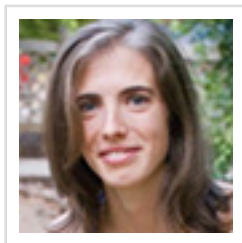
This guide is a distillation of almost 200 in-depth reviews from real end-users of A/B testing tools. Those insights are augmented by interviews with highly regarded consultants, as well as executives from software vendors.

In this report, you'll find:

- A clear definition of A/B testing software and the various features the tools might include
- Advice from experts on achieving success with A/B testing.
- 2x2 charts we call TrustMaps showing the leading solutions among small businesses, mid-size companies and enterprises, based on average user ratings and approximate adoption rates.
- Profiles of each software vendor, including interviews with senior executives at the company, as well as strengths and areas for improvement according to end-users.
- An exploration of major trends.

Here are some of the key takeaways:

- The existence of relatively low-cost and easy-to-use tools has enabled an increase in the practice of testing among marketers.
- In general, companies are moving from having one A/B testing champion, to a team dedicated to testing, to a testing-based culture, where different business units across the organization are involved in testing.
- Many companies are using more than one testing tool, each tailored to a different technical skill level.
- A/B testing vendors are highly focused on ease of use and enabling the marketer to perform advanced tasks without relying too heavily on IT.
- Currently, pure-play testing vendors such as Monetate, Maxymiser, SiteSpect, Optimizely and Visual Website Optimizer are besting traditional suite vendors.
- Software vendors might be ahead of their customers on personalization. Most experts agree the practice has potential to increase conversions, but needs to be automated in order to be scalable.

What Is A/B Testing?

In Internet marketing, A/B or split testing is the process of dividing web traffic among multiple versions of a webpage (or email, etc.) and evaluating which variation performs best at achieving a desired outcome, such as free trial signups or purchases. A/B testing can be performed on websites, emails, paid search, banner ads, mobile apps, and other marketing channels, including offline. The focus of this guide is A/B testing on websites.
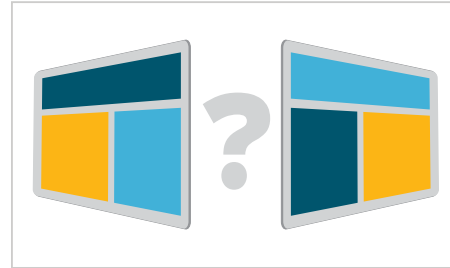
The testing process helps optimize a website's ability to convert visitors into leads or customers (or some other goal) through iterative changes. Through split testing, companies can ensure that a website change is in fact an improvement before releasing the new version to all website traffic. It is an important part of conversion rate optimization and can help companies increase revenue without spending more money to acquire web traffic.

A/B testing is considered superior to sequential or before-and-after testing, where website changes are launched across the board and then results are compared, because it is less susceptible to fluctuations in traffic patterns over time.

With A/B testing, it is usually best to alter one element of a page at a time, such as a headline, call-to-action, or button placement, so that any resulting change in conversion rate can be accurately attributed. Tests should run long enough and be exposed to enough traffic to achieve statistical significance in the results. Standard industry practice is that a test should reach 95% confidence that the winner achieves the desired outcome (purchases, click-throughs, etc.) at a higher rate. This means there is a 95% chance that the results are statistically significant, or a 5% chance that they present a false positive. Usually, the winning version is released to all website traffic, and another test is commenced.

On websites, users might test elements like headlines, number of form fields, layout and design, pricing and promotional offers, amount of text, use of images, navigational or checkout flow, and the language, placement and design of the call to action.

How A/B Testing Software Works

A/B testing software automatically and randomly splits web traffic among the different variations of a webpage being tested, calculates conversion rates based on a defined goal, and measures statistical likelihood that one version will consistently perform better than another.

The most basic of A/B testing software and tools require the user to design and code each variation of the webpage being tested. More advanced tools offer a WYSIWYG (What You See Is What You Get) interface that allows non-technical users to create variations without having to write the underlying HTML or CSS code of a page.

The most sophisticated A/B testing software allows users to run targeted campaigns among specific visitor segments, based on data such as demographics, device type or referral source. It can also perform multi-page campaigns, which test one element, such as a banner, across multiple pages of a visitor's session. Some tools can approach one-to-one personalization, which attempts to offer a unique and relevant experience for each site visitor.

There are a few different ways of setting up testing technology. Most A/B testing tools use a snippet of code, usually JavaScript, on a website to divide traffic and track conversions. Once embedded, the code allows marketers to set up tests directly within the tool's interface without requiring additional IT or development time.

Client-side vs. server-side

A/B testing technology can be client-side or server-side. Client-side means that the tool is executed by the website visitor's browser. When the page is loaded, the JavaScript in the website's html code calls back to the tool's server, which tells the browser which page content to display. Many of the tools in this report are client-side—for example, Optimizely, Monetate, Maxymiser and Google Analytics Content Experiments.

Client   Server
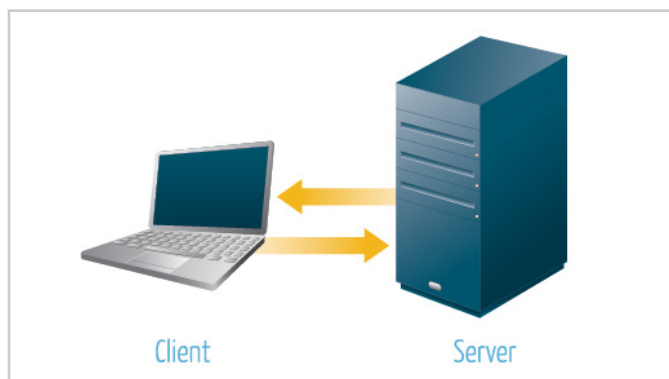
With server-side technology, the page is compiled by the server and presented to the browser in its finished form. Adobe Target, Unbounce and SiteSpect are server-side technologies. SiteSpect uses a unique, alternate method, called the proxy server or intercept method. The tool acts as a proxy server between the visitor's browser and the website's server, and controls which website content is presented to the visitor.

"With server-side tools, the content management systems are building in testing, maintaining multiple versions of content and serving them up based on segmentation. It offers control over deployment regardless of browser problems. Client-side tools are usually easier for the marketer. They have WYSIWYG editors and make it easy to make surface level changes without needing IT, which is a huge pain point. It's hard to use them to restructure the registration path or the checkout, though, because you'll touch the CMS."
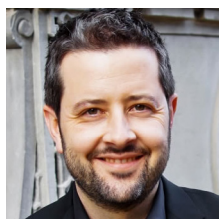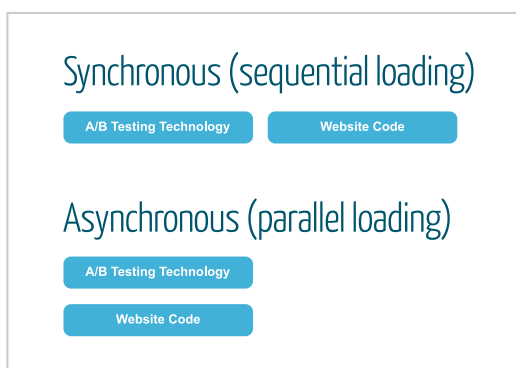Tim Ash, CEO of SiteTuners, author of the bestselling book Landing Page Optimization, and Chairperson of the international Conversion Conference event series

Synchronous vs. asynchronous

With client-side A/B testing tools, the JavaScript embedded in the website's code can either function synchronously or asynchronously. Synchronous means that the testing tool's script loads completely (i.e., calls back to the server and waits for an answer) before the actual webpage begins to load. This can cause the page to load more slowly.

Asynchronous means that the webpage loads content in parallel, while the testing script runs. This can cause a flicker effect if the original content loads for a fraction of a second before the variation appears. One way to reduce the flicker effect is to introduce a tiny delay in the loading of content to allow the script to get a head start.

Some A/B testing tools offer both options.

Synchronous (sequential loading)

| A/B Testing Technology | Website Code |

Asynchronous (parallel loading)

| A/B Testing Technology |
| Website Code |

> *"There is still no best tool or tool approach. The JavaScript approach has a lot of benefits in getting testing easily implemented. They've solved the biggest problem, which is the technical barriers to testing. The downside is load time and site speed, and the lack of flexibility of what you can manipulate. There are cases where it will have a flicker or it loads more than it needs to. Other approaches might allow for more flexibility and speed. I don't think we've hit the best solution yet as an industry."*
>
> Chris Goward, Founder and CEO, WiderFunnel

Differentiating Factors among Digital Analytics Tools

Most digital analytics products offer a similar set of basic metrics. There are some differentiating factors and capabilities to consider, however.

MULTIVARIATE TESTING

Multivariate testing uses several different values for multiple elements on one page to create countless combinations or versions of that page, each of which are exposed to a random segment of live traffic. For example, if a user creates three headlines, three images and three calls-to-action, there would be 27 possible combinations for a multivariate test. An analyst can measure the impact each of those variables (in this example, headline, image, CTA) has on the webpage's conversion rate. Because they present many different versions of a page, multivariate tests require more time and traffic to achieve statistical significance. However, they allow marketers to test many elements of a webpage at once.

SPLIT URL TESTING

With split URL testing, rather than sending traffic to slightly different variations of the same webpage using the same URL, the testing software is dividing traffic between two different URLs, such as www.example.com/offerA and www.example.com/offerB. The URLs are developed by the user and hosted by the website's server, rather than the testing tool. Split URL testing requires the user to create and code each webpage. However, it allows users to more easily test versions that are dramatically different from each other.
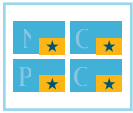
MULTI-PAGE TESTING

Multi-page testing allows users to test an element that spans multiple pages of the website, while providing a consistent user experience for the site visitor. For example, if a company wants to test a design element of a multi-step checkout process, visitors who got the original variation on step 1 will continue to see the same variation through the rest of the checkout flow.

SEGMENTATION AND TARGETING

Different types of visitors behave differently, and A/B testing tools can help users identify when certain variations perform better with certain visitor types. For example, variation A might perform better overall, but variation B has a higher conversion rate for customers on a mobile device. Learning this fact allows companies to optimize content for specific visitor types. Users might segment website visitors based on a number of attributes, including geolocation, device type, new vs. returning visitor, demographics, referral source, etc.

Users can define one specific visitor segment and run a test only on that type of visitor (excluding all others). Alternatively, users can run a test on several different visitor types and analyze results for each segment separately. The most advanced of tools allow for ad-hoc, after-the-fact segmentation, in which a user does not have to pre-define visitor segments prior to running the test, but can surface interesting segments in the post-test analysis.

Once a user understands which content performs best for each visitor type, he or she can begin targeting. Targeting is showing optimized content for different visitors, based on what was learned in segmentation.

PERSONALIZATION

Personalization is similar to targeting, but instead of multiple visitor segments it optimizes content for website visitors on a near one-to-one basis. This can include product recommendations based on past purchases, geolocation, demographics, and other factors. The concept behind personalization is to show the most effective, relevant content to each individual based on all data available, in order to provide the best customer experience and to entice the individual to take the desired action, such as make a purchase.

"Increasingly you are seeing vendors re-position testing as one piece of the puzzle, with the broader capability being personalization. The idea is that instead of there being a one size fits all version, there's a right banner for the right person. If I could just get the right experience to the right person at the right time, they are more likely to convert. It's a great idea in theory, and it makes for good marketing. We will see how it plays out.

Ryan Garner, Co-founder, Clearhead

ADVANCED TESTING CAPABILITIES

Nearly all testing tools allow users to A/B test visual components of a webpage such as language, layout and design. Not all enable more structural or complex changes, however. More advanced tools offer the ability to test things like new product features, search algorithms, price, checkout flow, and testing on secure https webpages.

MOBILE-SPECIFIC A/B TESTING

Most testing tools allow users to segment visitors based on device (e.g., desktop vs. mobile). Many enable mobile-specific testing on a user's website, and some enable native app testing. A few, for example, offer software development kits (SDKs) that allow native app testing for iOS or Android apps. There are also point solutions focused on mobile app testing such as Artisan, Apptimize and Leanplum, which are not covered in this guide.

A/B testing a native app is inherently differently than testing a website, because the app is downloaded and run locally on a mobile device rather than accessed via a live Internet connection. Mobile app testing initially required app owners to push an updated version of the app to users (and obtain approval from the app store) in order to run a new test. Several software vendors have developed various methods of working around this requirement.

PREDICTIVE

Predictive capabilities allow testing and targeting software to predict visitor behavior, based on previous actions and the behavior of other, similar website visitors, and tailor content accordingly. Predictive targeting requires some self- or machine-learning capabilities on the part of the tool, where a computer model ingests data from various sources and makes a best guess regarding the most effective content to present to each visitor.

"Predictive tools help you understand what will happen by starting to create models, for example, of all your past customers who purchased from you. The next step is, how can you make it happen? This is where machine-learning tools that automate tasks come in—to make actions happen on the data without a heavy human dimension. The goal is revenue optimization; you're looking for anything that helps you produce revenue based on the data."

Bryan Eisenberg, Keynote Speaker, Advisor, Bestselling Author

ADAPTIVE ALGORITHMS

In some A/B testing software tools, the user defines the percent of web traffic that should be allocated to each variation being tested. For example, a user might decide to send 75% of traffic to the original version, which has a known conversion rate, and 25% to the new treatment. Once the test has reached statistical significance and seen enough web traffic, the winning version is released to 100% of web traffic.

However, some tools can use an adaptive algorithm to adjust the division of web traffic as test results come in. This allows a company to take advantage of the winning variation by sending more traffic to it, while still exploring the possibility that the lower performing variation might still win. The use of adaptive algorithms helps discourage users from ending tests too early and getting false positives, while still allowing them to take advantage of what could be the winning variation. This method is also called the "multi-armed bandit" algorithm.

"Many testing tools are really geared toward 'winner takes all' testing. With a bandit or adaptive approach, you can continue to explore the performance of other variations. Say, for example, you have three different versions of a banner and the metric you care about is clicks on that banner. After three weeks, version A got the most clicks. In theory, you'd run version A forever, but the adaptive approach questions the winner. Are the other two worse always? Maybe there is a seasonal variation or a different banner performs better over the holidays. You dial up the winner, but you're constantly testing the other two throughout the year, with just a few impressions, to surface those insights."

Ryan Garner, Co-founder, Clearhead

INTEGRATION WITH OTHER TOOLS

A/B testing software often integrates with other marketing technologies. Many integrate with web analytics tools, so that users can perform more robust segmentation and reporting, as well as view test results directly within the analytics tool. Some also integrate with other data sources, such as customer relationship management tools and third-party data providers like Oracle's BlueKai, to provide more variables for the purposes of segmentation and targeting.

Four A/B Testing Key Success Factors

Selecting the right A/B testing software is only one small part of achieving success. Other factors, such as determining what to test, avoiding false positives, and garnering organization-wide support for testing, are critical. Below are some excerpts from interviews with testing, analytics and conversion experts on launching a successful program.

1. What you test matters. Qualitative feedback can help.

A/B testing might help you choose the best-performing color for your call-to-action button, but it's not limited to that, and button color might not be the test that will get you the biggest win. A significant number of A/B tests lead to no results at all—meaning, version A and version B perform essentially the same. Testing isn't done in a vacuum, and there are many resources available to help you create tests that will actually produce results. Often the best place to start is to understand what's going on in the minds of your customers and website visitors through qualitative feedback tools.

"You don't need to be a mind reader—just ASK visitors why they didn't buy. We spend a lot of time gathering qualitative feedback, and getting inside the minds of visitors. We use traditional surveys, on-page surveys, an open-ended feedback button, heatmapping and more. Some tools are much more fruitful than others at generating ideas that lead to actual improvements in conversion. We select tools based on their IPM (insights-per-minute)."

Dr. Karl Blanks, Chairmain, Conversion Rate Experts

"Collecting insights is a messy process. There are a number of tools for gathering qualitative feedback—post-purchase surveys, user testing, clickstream analysis, heatmaps, voice of customer—all for the purpose of understanding barriers in conversion funnel. You grab components from a variety of areas to enhance the testing: qualitative data from prospects, your past database of test results, competitive analysis, etc. Then, you use the quantitative testing to validate those concepts, as well as generate new ideas and trying random things sometimes to see what sticks.

Marketers often misuse qualitative data by being swayed by the numbers. They won't be statistically valid—only fodder for insights and inspiration. One interesting user comment is enough to inspire an idea, but not enough to implement without testing."

Chris Goward, Founder and CEO, WiderFunnel

Testing need not be limited to visual or copy changes on the website.

"A lot of the time it's not the onsite experience that moves the needle. It's the backend—where you put tripwires to upsell or convert from free to paid, or the communication sequence in marketing automation—that has the 5x improvement that you never get through website changes. Testing companies have you believe that it's the percent of tests that finish and the testing velocity that matter. That's missing the point. If you only focus on testing or analytics, it's like fighting with one hand tied behind your back. You have to look at the technology set, the culture, the user experience and the backend touch points. You need the holistic view."

Tim Ash, CEO of SiteTuners

Sometimes qualitative feedback can be more valuable than testing.

"People ask me if you could only use one tool or one type of data, what would you use? And to me, even though I'm heavily involved in quantitative data (i.e. typical web analytics), it always goes back to customer satisfaction, which is a qualitative appreciation of user experience collected through other means such as surveys and polls. Listening to your customers is certainly the best opportunity for identifying improvement opportunities.

There are a lot of low hanging fruits for which you don't need to conduct a formal test. An obvious issue—sometimes surfaced through other sources of data, such as your analytics, user feedback, or even experience and best practices—is sufficient to justify a change. The digital analytics data you collect can get you very far in your optimization process. I think keeping at least one test running is a good opportunity to learn and give you the confidence and the experience so that when you're going to need a real and rigorous test, you'll know how to do it efficiently."

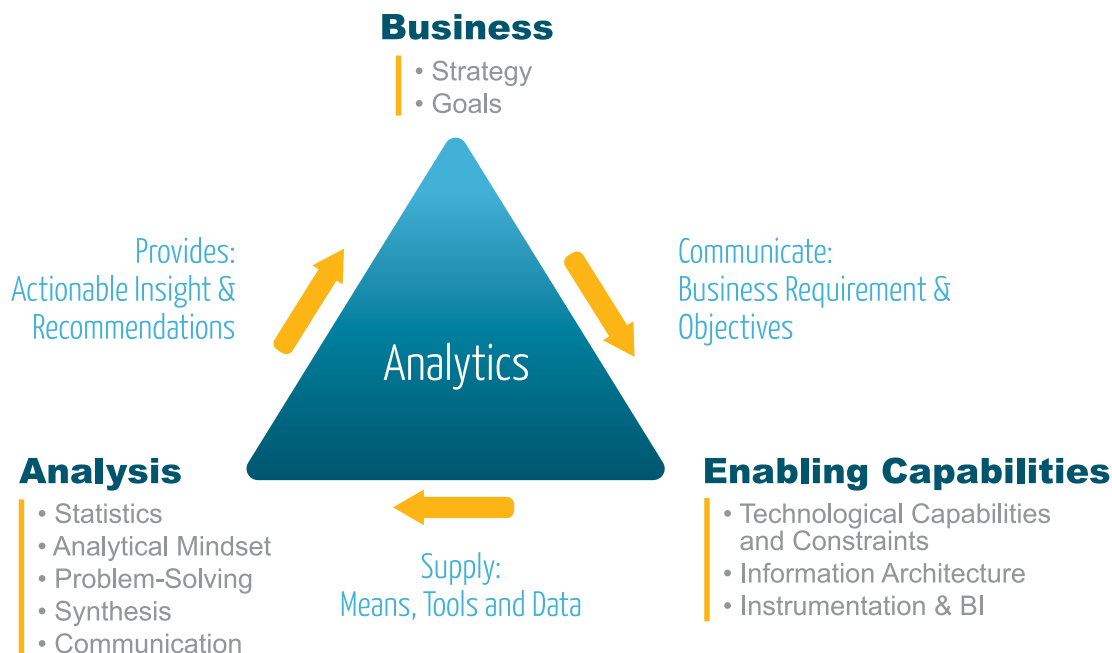Stephane Hamel, Director of Innovation, Cardinal Path

2. Testing needs dedicated resources.

As with any role, testing is less successful when employees with other full-time responsibilities are in charge of it. It becomes a one-off task rather than a continuous process of improvement. Many experts say that when the web analyst is in charge of A/B testing, it doesn't get the attention it deserves.

"Imagine a pyramid. At the top, there are business skills: defining the business strategy and objectives. A foundational pillar is the enabling capabilities: the technology and people who know about the site content architecture, its features, the supporting technology and how to use the testing tool and collect the right data. The other pillar represents analytical skills: the ability to understand data and turn it into insight. Each of the three sets of skills are critical to success, and I have never seen anyone strong in all three—thus the necessary teamwork and complementarity of the team. Testing can only bring value if it is aligned with business goals and priorities, if you know how to leverage the proper tools and concepts, and turn that into actionable insight."

<div align="right">Stephane Hamel, Director of Innovation, Cardinal Path</div>

Business
- Strategy
- Goals

Provides:
Actionable Insight &
Recommendations

Communicate:
Business Requirement &
Objectives

Analytics

Analysis
- Statistics
- Analytical Mindset
- Problem-Solving
- Synthesis
- Communication

Supply:
Means, Tools and Data

Enabling Capabilities
- Technological Capabilities and Constraints
- Information Architecture
- Instrumentation & BI

Source: CARDINALPATH

"Analysts are not the same as people doing conversion rate optimization. Analysts are typically in the back room producing reports and doing analysis, but most of it never sees the light of day. It's like driving down the freeway at 300 mph looking in the rearview mirror. The CRO crowd is action-oriented, they're innovators, they're trying different stuff. Getting them to coexist is difficult."

<div align="right">Tim Ash, CEO of SiteTuners</div>

In addition to having a team dedicated to testing and optimizing the website, it's important to have the entire company involved, including allowing test ideas to come from anyone at the organization, not just the testing team. This often requires a culture shift in the direction of testing and optimization.

"If you think about the conversion maturity model, which involves dimensions like customer experience, tools and technology, company structure, cultural aspects, politics—where most companies hit the wall is the level of cultural change at the organization. The right people aren't talking to each other. It has to be driven from the top. There needs to be a champion at the C-level with a CRO team reporting to them."

Tim Ash, CEO of SiteTuners

3. Understand what statistical significance really means.

Most A/B testing tools will track statistical significance of a test as it runs, telling you, for example, that the new treatment currently has an 85% chance of consistently out-performing the original. Standard best practice is that a test should run until it reaches a 95% confidence level. This means that there is a 5% chance that the winner is really a false positive.

However, there are other factors to consider beyond the confidence level calculated by the tool. For example, most experts say a test should run for at least a week, if not longer, and be exposed to a certain amount of traffic, even if statistical significance is achieved earlier.

"A 95% confidence level might not be accurate based on other factors. People are fickle. People act differently on different days. If you have enough traffic to get a test called on Monday, you should still let it run throughout the week. User behavior is never the same later on in the week.

Sometimes, if there's a new feature, there's a major spike in use, but you have to look at it over time to see if it sticks. Or, if you change something to where people have to relearn how to do a process, it might cause a drop initially, but you have to let things normalize. Confidence level doesn't take into account these other variables."

Justin Rondeau, Chief Testing Evangelist and Editor, WhichTestWon

4. Testing trumps best practices and fancy designs.

While tests run by other companies can provide inspiration for your own testing endeavors, their results shouldn't be taken at face value.

"People will start to be more skeptical of best practices. Everyone's copying the leaders of the industry, with rotating homepage carousels, or overemphasized security symbols, but you have to figure out what works for you...

Also, businesses will abandon doing website redesigns and will start iteratively testing all components of their website, including layout and information architecture. If you just flip a switch to a whole new look, that may hurt your business. You can run dramatic tests in less time than it takes to do a full website redesign by simply testing the look and feel of the side-wide templates."

Chris Goward, Founder and CEO, WiderFunnel

"Many of the problems we encounter with conversions have to do with graphic designers dressing up the page—throwing in stock photography of people and people's faces, or using motion in an undisciplined way, which are distractions. Before you deploy the page and invest all that time, make sure the important thing is getting the attention. Often this means getting rid of the extra broken embellishments."

Tim Ash, CEO of SiteTuners

Methodology

Different companies have varying online testing and personalization needs. We have thus compared A/B testing tools across three different segments to help software buyers identify the solutions that most closely align with their needs. There are a few different ways one could segment the market. One method might be volume of website traffic or revenue generated by the website. Another might be the type of website, such as e-commerce, lead generating, brochure or advertising-based. For this guide, we have segmented by the size of the company using the product[1] based on number of employees, as that was the data readily available to us from reviews on TrustRadius. Our market segments are:

» Enterprises: >500 employees

» Mid-size companies: 51-500 employees

» Small businesses: 1-50 employees

Number of employees is a useful though imperfect way of approximating complexity of website optimization needs. There are certainly exceptions. Some smaller companies might run high traffic websites that generate a lot of revenue and run more sophisticated testing and targeting operations. Some larger companies may be far less reliant on their websites. See the User Ratings and Feedback section of this guide for more comprehensive coverage of each product, including the strengths and areas for improvement.

Our goal was to create an objective visual depiction of which A/B testing vendors offer the leading solutions in each market segment. We have created each TrustMap on two dimensions:

1. **Average User Ratings:** The average "Likelihood to Recommend" rating, which is a representation of overall satisfaction, by customers within that company-size segment who have written reviews on TrustRadius. All ratings and reviews come from authenticated end-users of the software.

2. **Segment Adoption:** The estimated relative number of websites using the product within that company size segment. It is intended to facilitate a rough comparison of market penetration by order of magnitude among the products, as customer data is unavailable.

Because vendors do not typically share customer counts, we used public data from Builtwith.com, which estimates the number of websites using a particular technology based on tags in the website's code. Note that one customer might use a tool on multiple websites. Additionally, one website might use multiple A/B testing tools.

For the enterprise segment, we used the number of top 10k websites ranked by traffic using the software, per Builtwith.com. For mid-size company market, we used the number of the top 100k websites using the software and subtracted those also in the top 10k, which are likely enterprises. For the small business
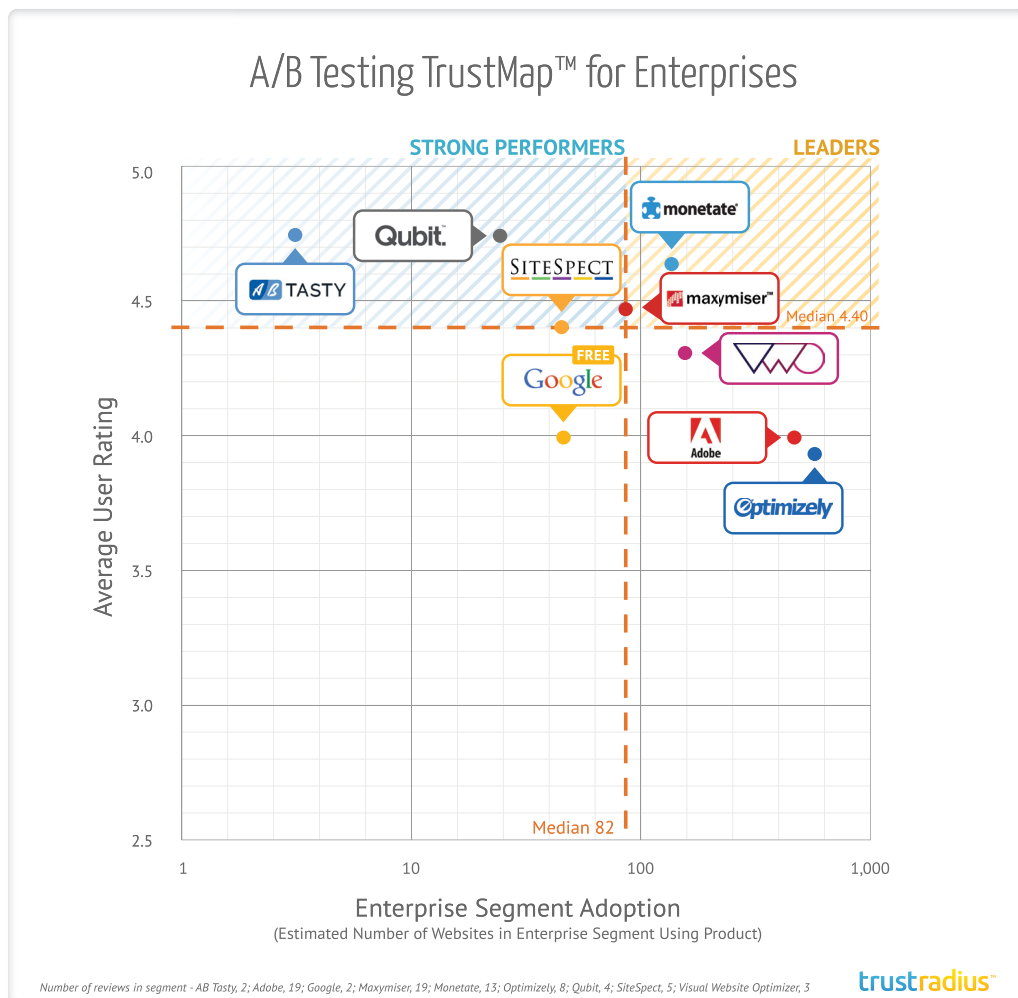
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[3] Many consultants have written reviews of testing products on TrustRadius. Often, the consultant's company is a small business, but the product is being used for an enterprise client. In that case, we re-classified those reviewers according to the client's probable company size, for the purposes of this report. When company size was unknown, we eliminated the data point.

segment, we used data from the entire Internet and subtracted those also in the top 100k, which are likely mid-size companies or enterprises. Segment adoption is plotted on the X or horizontal axis and uses a logarithmic scale in order to create a more even spread.

We draw lines for the median Average User Rating and Segment Adoption to create a graph with four quadrants. Products in the upper right area of the quadrant, which are at or above the median for both Average User Rating and Segment Adoption, are "Leaders" for that segment. Tools in the upper left quadrant, which have an Average User Rating at or above the median but below-median Segment Adoption, are "Strong Performers".

We have omitted products for which there are fewer than two reviews in a particular segment or high standard deviation among a small number of reviews (i.e., one very negative review bringing down an average). Otherwise, we do not make our own judgments as to whether a product is an "enterprise" solution, for example. We include products solely based upon whether they are used by that type of company, per the existence of reviews on TrustRadius. The TrustMaps will evolve to become more statistically accurate as we gather more data for each product.

The Best A/B Testing Software for Enterprises (>500 employees)

A/B Testing TrustMap™ for Enterprises

Number of reviews in segment - AB Tasty, 2; Adobe, 19; Google, 2; Maxymiser, 19; Monetate, 13; Optimizely, 8; Qubit, 4; SiteSpect, 5; Visual Website Optimizer, 3

Leaders for the enterprise market segment are Monetate and Maxymiser. Monetate was founded in 2008 and is based in Philadelphia. The company says they are focused heavily on enterprise customers, which make up 65% of their customer base, according to the mix of reviews on TrustRadius. Maxymiser was founded in 2006 and is based in New York. The company is also focused on enterprises, which make up 83% of their customer base, per the mix of reviews on TrustRadius. Half of their customers are in Europe.

Visual Website Optimizer is close to being a Leader, with a rating only 0.1 below the median. However, there are significantly fewer reviews of VWO in this segment, and the tool is much more widely used by small businesses.

Strong Performers in this segment, which are highly rated but not as widely adopted as the Leaders, are AB Tasty, Qubit and SiteSpect. SiteSpect was founded in 2004 and is headquartered in Boston. The software uses a unique method of implementing tests, called reverse proxy, as opposed to most other tools, which are tag-based. The tool is more widely adopted than Qubit and AB Tasty.

Qubit was founded in London in 2010 by four former Google Analytics employees. Their software offers A/B testing, web analytics, personalization and tag management. The testing and personalization product is fairly new and not widely adopted, and received high user ratings on TrustRadius.

AB Tasty is an A/B testing tool based in France. The company started as a web analytics consultancy and aims to provide more robust analytics than other testing technologies. The tool is highly rated by users, albeit with a small sample size, and 22% of their customers are enterprises, per the mix of reviews on TrustRadius.

Optimizely appears to be the most widely used A/B testing tool in this segment, per Builtwith.com. However, the tool is also widely used among mid-size companies and small businesses; 22% of Optimizely reviews on TrustRadius are from enterprise users, and the tool is more highly rated in the small business and mid-size company segments. Some consultants we spoke to said they have seen tools like Optimizely used in conjunction with other tools such as Monetate, Maxymiser or Adobe Target, due to its ease of use. According a recent survey of TrustRadius members and website visitors, 39% of respondents in the enterprise segment used more than one A/B testing tool.

Adobe Target is also widely used among enterprises, but is not as highly rated as some other tools.

	PRODUCT	AVG. USER RATING AMONG ENTERPRISES	PERCENT OF CUSTOMER BASE IN ENTERPRISE SEGMENT*	ADOPTION AMONG TOP 10K WEBSITES**
LEADERS	Monetate	4.6	65%	130
	Maxymiser	4.4	83%	82***
STRONG PERFORMERS	Qubit	4.8	50%	24
	AB Tasty	4.8****	22%	3
	SiteSpect	4.4	83%	46
	Visual Website Optimizer	4.3	17%	150
	Adobe Target	4.0	79%	486
	Google Content Experiments	4.0****	22%	46
	Optimizely	3.9	22%	612

*As indicated by the mix of reviews on TrustRadius

**The number of websites using a product in the top 10k websites, per Builtwith.com

***Maxymiser reports having 331 enterprise customers, and being deployed on 1,250 enterprise websites.

****Based on 2 reviews only

The Best A/B Testing Software for
Mid-Size Companies (51-500 employees)

A/B Testing TrustMap™ for Mid-Size Companies

Number of reviews in segment - AB Tasty, 2; Adobe, 4; Google, 3; Maxymiser, 4; Monetate, 5; Optimizely, 19; Qubit, 4; Visual Website Optimizer, 6

The Leader in the mid-size company segment is Optimizely. Optimizely was founded in San Francisco in 2010 by two former Google product managers. Their initial focus was ease of use; however, some reviewers on TrustRadius say the tool is capable of more complex tasks as well. The company says they have more than 9,000 customers. Per the mix of reviews on TrustRadius, more than half of their customers are mid-size companies.

Visual Website Optimizer's rating again falls just 0.1 below the median.

Strong Performers in this segment are AB Tasty, Maxymiser and Monetate. None of these tools are focused on the mid-size company segment.

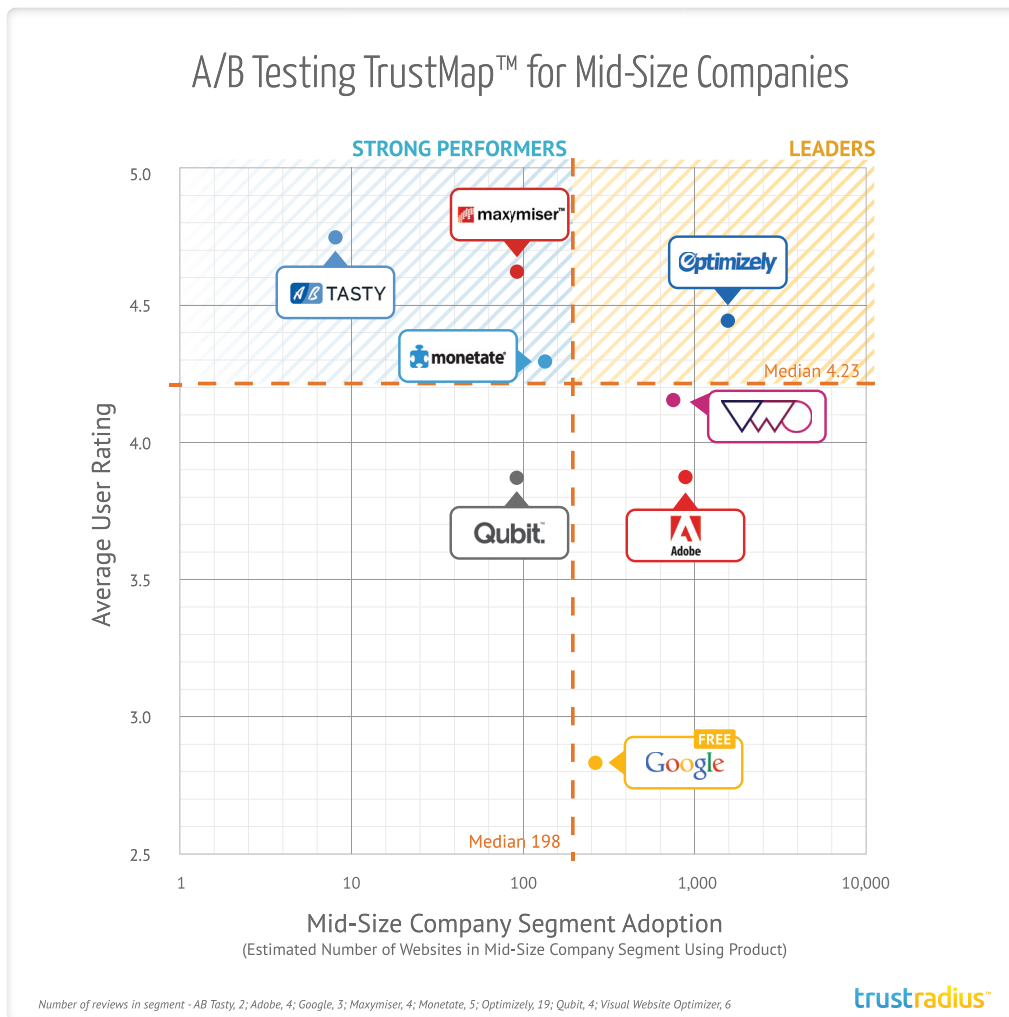|	PRODUCT	AVG. USER RATING AMONG MID-SIZE COMPANIES	PERCENT OF CUSTOMER BASE IN MID-SIZE COMPANY SEGMENT*	ADOPTION AMONG TOP 100K WEBSITES**
LEADERS	Optimizely	4.5	53%	1,542
STRONG PERFORMERS	AB Tasty	4.8***	22%	8
	Maxymiser	4.6	17%	93
	Monetate	4.3	25%	134
	Visual Website Optimizer	4.2	33%	745
	Qubit	3.9	50%	91
	Adobe Target	3.9	17%	868
	Google Content Experiments	2.8	33%	261

*As indicated by the mix of reviews on TrustRadius

**The number of websites using a product in the top 100k websites, minus the number of websites using the product among the top 10k, per Builtwith.com

***Based on 2 reviews only

The Best A/B Testing Software
for Small Businesses (<51 Employees)

A/B Testing TrustMap™ for Small Businesses

STRONG PERFORMERS   LEADERS

Average User Rating

5.0 — 2.5

Median 4.39

Median 22,987

Small Business Segment Adoption
(Estimated Number of Websites in Small Business Segment Using Product)

100 — 1,000 — 10,000 — 100,000 — 1,000,000

Number of reviews in segment - AB Tasty, 5; Google, 4; Monetate, 2; Optimizely, 9; Unbounce, 9; Visual Website Optimizer, 9

The Leaders in the small business segment are Unbounce and Visual Website Optimizer. Unbounce is a landing page creation tool that also allows users to A/B test their landing pages. The company was founded in 2009 and is headquartered in Vancouver. Their customer base appears to be exclusively small businesses; 100% of the reviews on TrustRadius are from small business users.

Visual Website Optimizer, a testing tool offered by the company Wingify, was founded in 2009 and is based in New Delhi, India. The tool is often compared to Optimizely. According to the mix of reviews on TrustRadius, half of VWO's customers are small businesses, while the just over half of Optimizely's customers are mid-size companies (53%). Optimizely's rating falls just 0.1 below the median in this segment.

The Strong Performer in this segment is Monetate. Though focused on enterprise customers, the tool is highly rated among small businesses, albeit with a small sample size.

Google Content Experiments, which is the free A/B testing feature offered by Google Analytics, received some of the lowest ratings in the category. Unlike most A/B testing tools, Content Experiments does not offer a WYSIWYG editor for creating different versions of a webpage, and therefore requires more coding to use. It also does not enable multivariate testing. However, it is not a full-fledged testing product, but rather a feature embedded within the free web analytics tool.

	PRODUCT	AVG. USER RATING AMONG SMALL BUSINESSES	PERCENT OF CUSTOMER BASE IN MID-SIZE COMPANY SEGMENT*	ADOPTION ACROSS THE ENTIRE INTERNET**
LEADERS	Unbounce	4.7	100%	35,342***
	Visual Website Optimizer	4.4	50%	300,314****
STRONG PERFORMER	Monetate	4.5*****	10%	593
	Optimizely	4.3	25%	100,828
	AB Tasty	4.3	56%	587
	Google Content Experiments	3.6	44%	10,631

*As indicated by the mix of reviews on TrustRadius

**The number of websites using a product across the entire Internet, minus the number of websites using the product among the top 100k websites, per Builtwith.com

***The number of domains created by customers, per the vendor. Builtwith.com data is highly inaccurate for Unbounce, due to the tagging method of the technology.

****This number is likely inflated. There was a 10x spike in usage earlier this year, as one hosting company added the tool to all of its domains, many of which were potentially parked domains.

*****Based on 2 reviews only

AB Tasty Profile

AB Tasty's founders first established a web analytics consultancy called Liwio, a Google Analytics certified partner, in 2009 in Paris, France. In 2011, they launched AB Tasty after recognizing a need for a more analytics-focused testing tool. The interface and support materials are available in French and English. The majority of their customers are based in France; the rest are mostly in the United States and Australia. The company is equally focused on self-serve and enterprise tier customers.

Company status	Private
2013 revenue*	N/A
Growth 2012-2013	400%*
Customers	240*
Employees	18*
Pricing	29 to 299 euros per month for self-serve**; 500+ euros per month for enterprise*

*Interview with Rémi Aubert, Co-founder
***AB Tasty website

Aggregate User Ratings of AB Tasty on TrustRadius

RATING ATTRIBUTE	AB TASTY	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	A/B TESTING CATEGORY AVERAGE
Likelihood to recommend	9	9	8.4
Likelihood to renew	8.7	9	8
Product usability	8	1	7.4
Support	10	1	9

Source: (24) User reviews of AB Tasty on TrustRadius

Summary of AB Tasty Reviews

AB TASTY STRENGTHS	AB TASTY AREAS FOR IMPROVEMENT
Ease of use Nearly all reviewers mentioned the intuitive interface and ease of use of various aspects of AB Tasty, including installation, setup of tests, reporting and dashboards.	**Technical training** More complex aspects of the software (especially those that require code changes) may require some extra technical training or support. Documentation could be improved to support non-technical users.
Robust features AB Tasty offers an easy WYSIWYG editing tool and allows for segmentation and targeting and multivariate and multi-page testing.	**Reporting Speed** The reporting tool can be slow, especially when dealing with a large volume of traffic.
Customer support AB Tasty's support team is helpful and responsive. At a certain price point, they will set up tests directly for clients.	
Innovation/product roadmap The company does a good job of listening to customer demands in the development of the product roadmap.	

Source: (9) User reviews of AB Tasty on TrustRadius

Interview with Rémi Aubert, Co-founder

Positioning

Rémi Aubert, Co-founder of AB Tasty, says the company is focused on providing a tool that enables marketers to optimize their websites without relying too much on developers or IT teams.

Additionally, because the founders initially launched a web analytics consulting firm, the tool is set up similarly to analytics tools. "AB Tasty is made for people that are more mature in web analytics," Aubert says. "You can go further into detail in terms of segmenting and targeting visitors. So people that are skilled in web analytics will prefer our tool."

Competitive Differentiation

In the reviews on TrustRadius, AB Tasty is most often compared to Google Content Experiments, Optimizely and Visual Website Optimizer. Aubert says that AB Tasty offers additional features compared to many of those tools, such as heatmaps, custom segmentation and full-factorial multivariate testing (where all possible combinations are tested).

Example Use Cases

MA website that uses an online chat tool for support might be interested in discovering the most efficient time to display the chat, Aubert says. For example, maybe displaying the live chat option on the first pageview leads to a 3% conversion rate and requires five support staff to manage. If displaying the chat on the fifth pageview leads to a 2.9% conversion rate and only requires one support professional to manage, the company can evaluate which solution is the most cost effective.

As another example, media websites can use AB Tasty to test and discover the optimal moment to ask a visitor for an email address to lower the bounce rate and maximize email leads, he says.

Target Customers

TAB Tasty works well for merchant, media and lead generation websites, Aubert says. The company has 120 enterprise tier clients, 80% of which are French, and 120 self-serve customers, 50% of which are French. About 20% of their customers are large companies, 60% are medium and 20% are small, he says.

The company is focused on expanding first in Europe, especially Germany, before moving on to other markets, Aubert says. Growing their self-serve customer base can be more international, however.

Pricing

Enterprise pricing is based on traffic volume and starts at 500 euro per month. Self-serve tiers are based on features, support and traffic volume. The company also offers a pay-as-you-go option for self-serve customers, which can be useful for smaller websites. "Instead of being obliged to pay every month, you can buy some visitors to test and you have six months to use them," Aubert says.

Adobe Target Profile

Formerly called Adobe Test&Target, Adobe Target is an A/B & multivariate testing, targeting and personalization platform that Adobe acquired as part of the Omniture acquisition in 2009 (which also led to Adobe Analytics). The tool is tightly integrated with Adobe Analytics as well as other products in the Adobe Marketing Cloud.

Company status	Public
2013 revenue*	$1.02 billion (Adobe Marketing Cloud)**
Growth 2012-2013	26% (Adobe Marketing Cloud)**
Customers	N/A
Employees	1,200***
Pricing	N/A

*For indication of product line revenue, Omniture's annual revenue at time of acquisition by Adobe in 2009 was $345 million: http://www.wikinvest.com/stock/Omniture_(OMTR)/Data/Revenue

**http://www.adobe.com/aboutadobe/pressroom/pressreleases/201312/Q413Earnings.html

***At the time of acquisition by Adobe in 2009: http://www.adobe.com/aboutadobe/invrelations/faq_omniture.html

Aggregate User Ratings of Adobe Target on TrustRadius

RATING ATTRIBUTE	ADOBE TARGET	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	A/B TESTING CATEGORY AVERAGE
Likelihood to recommend	7.9	24	8.4
Likelihood to renew	7	24	8
Product usability	7.3	3	7.4
Product availability	8.3	3	9.5
Product performance	8	3	9.1
Support	5.8	6	9
In-person training	8	3	9.3
Online training	5.7	3	4.9
Implementation satisfaction	7	5	8.9

Source: (24) User reviews of Adobe Target on TrustRadius

Summary of Adobe Target Reviews

ADOBE TARGET STRENGTHS	ADOBE TARGET AREAS FOR IMPROVEMENT
Robust Adobe Target is one of the more robust testing tools available, allowing users to segment traffic, set up custom metrics and create custom JavaScript tests.	**Cost** The software is expensive. Some users recommend watching the number of server calls, as pricing is based on volume of use. *Note: the company says it no longer charges based on volume of use.*
Integration with Adobe Analytics Adobe Target allows for even more comprehensive reporting and segmentation when integrated with Adobe Analytics and other tools in the Marketing Cloud.	**No ad-hoc segmentation** Visitor segments have to be pre-defined prior to a running a test. Some users work around this limitation by using Adobe Analytics.
	Mboxes & resource needs The tool requires placing mboxes in a website's code around each area to be tested, which can require IT resources and slow down testing processes. An mbox is a container placed in the code around areas of a webpage to be tested. One alternative is to use global mboxes. Users say the tool is most effective if companies have a clear strategy and a team – at least a marketer and a developer – dedicated to using and managing the tool. *Note: the company no longer requires the use of mboxes.*
Ease of use/user interface Users are divided on ease of use. Some users say the tool is intuitive, and that it's easy to set up and manage tests. Others say the tool requires training and is not very user-friendly for non-technical individuals.	

Source: (24) User reviews of Adobe Target on TrustRadius

Interview with Drew Burns, Senior Product Marketing Manager

Positioning

"Our key motivation is to have a guided, intuitive, easy-to-use solution with a comprehensive capability set that allows a program to mature over time," says Drew Burns, Senior Product Marketing Manager for Adobe Target. "You can start with basic testing. Filtering rich reports by segmentation can pinpoint opportunities for targeting and personalization for maximizing engagement and revenue potential. Automation and algorithms are also available for segment and opportunity discovery when the rules are not as clear. We make it easy for customers to scale their programs and their strategies over time."

The more complex capabilities Adobe Target has to offer include automated modeling system (which surfaces the variables that are most predictive of a goal or outcome), a recommendation engine with algorithm customization based on profile and metadata, the ability to leverage a unified profile and third-party data, and the ability to connect tests across pages and channels, Burns says.

Competitive Differentiation

The tool is differentiated by its ability to leverage profile data through APIs, as well as the fact that it's built into Adobe's Marketing Cloud, Burns says. "It's a collaborative environment with a single sign-on. Users can leverage unified data and content layers within the Cloud, as well as collaborate across the digital marketing organization in that environment." For example, the analytics team might alert the testing team about an opportunity to reengage a dissatisfied visitor segment identified in anomaly detection, within the interface, he says.

Another differentiator is the WYSIWYG editor. "Most solutions have one. Ours has more guardrails built into it. When you have non-technical marketers making content changes, it can very quickly break the page, especially if it's not coded in the right way," he says. "We have a smart editor, which identifies the type of content you're changing and gives you the appropriate menu for making changes as well as alerting you to changes which should be reviewed in QA."

Adobe Target also offers industry-specific services, strategic advisement, roadmap development and support, he says.

Target Customers

Customers tend to be mid-size to enterprise level, Burns says. "However, we're starting to see more of the SMB and start-up customer, who will very quickly become medium to enterprise level customers later on." Target offers two SKUs: a premium version as well as a lite version focused on A/B and mobile app testing.

Main verticals served include retail, financial services, travel and hospitality, automotive, B2B and media, he says.

Product Priorities

The company is focused on expanding the automation and predictive capabilities of the tool, as well as the ability to leverage testing via non web-based channels, such as store kiosks.

Response to Feedback from Adobe Target Reviews

"The company launched a new user interface in September 2013, and no longer requires the use of regional mboxes, Burns says. (An mbox is a container placed in the code around areas of a webpage that a user wants to test.) The tool can be implemented with a single line of code. "We're focused on, how can we make it easier for a novice to pick up the tool, learn quickly, and scale their program to meet their goals? We've gone from a 3-day training to a few hours. It's very intuitive," he says. The new interface offers a linear, guided workflow that is easier to pick up and use, he says.

The pricing is also now more competitive. The product is now packaged based on tiers, and pricing is no longer based on volume. "We want people to be testing as much as they want," Burns says.

Google Analytics
Content Experiments Profile

Content Experiments is a free testing feature offered directly within Google Analytics. The functionality was originally available as a standalone product through Google Website Optimizer, but was later renamed and embedded within Google Analytics in 2012. The integration allows testers to take advantage of advanced visitor segments and website goals already set up in the analytics tool.

Company status	Public
2013 revenue	$55.5 billion* (total company)
Growth 2012-2013	22%* (total company)
Customers	11,000**
Employees	43,862* (total company)
Pricing	Free

*http://investor.google.com/earnings/2013/Q4_google_earnings.html
**Number of websites using Content Experiments across the entire Internet, per Builtwith.com

Aggregate User Ratings of Google Analytics Content Experiments on TrustRadius

RATING ATTRIBUTE	GOOGLE ANALYTICS CONTENT EXPERIMENTS	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	A/B TESTING CATEGORY AVERAGE
Likelihood to recommend	6.8	10	8.4
Likelihood to renew	7.5	10	8

Source: (10) User reviews of Google Analytics Content Experiments on TrustRadius

Summary of Google Analytics Content Experiments Reviews

GOOGLE ANALYTICS CONTENT EXPERIMENTS STRENGTHS	GOOGLE ANALYTICS CONTENT EXPERIMENTS AREAS FOR IMPROVEMENT
Free Like the rest of Google Analytics, the testing feature is free of charge.	**No WYSIWYG editor; coding required** Does not have a WYSIWYG editor for creating different versions of a webpage to test. The tool requires a developer to code each of the variants to be tested.
Part of Google Analytics Integrates seamlessly with the rest of Google Analytics, and can easily track goals, conversions and visitor segments already set up in GA.	**No multivariate testing** Does not allow for multivariate testing. Users can do A/B/n testing with up to 10 versions of a webpage.
Documentation High volume of documentation and online forums to help with using the tool.	

Source: (10) User reviews of Google Analytics Content Experiments on TrustRadius

Interview

The company declined to interview.

Maxymiser Profile

Maxymiser was founded in 2006 in the UK. It is now based in New York, with other offices in U.S., the UK, Germany and France. The company is focused on the enterprise, and its customer base is equally split between the United States and Europe. They have raised just under $20 million in funding since launching.

Company status	Private
2013 revenue	N/A
Growth 2012-2013	100%*
Customers	400+* (including 331 enterprise customers)
Employees	350*
Pricing	N/A

* Interview with Mark Simpson, Founder and President

Aggregate User Ratings of Maxymiser on TrustRadius

RATING ATTRIBUTE	MAXYMISER	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	A/B TESTING CATEGORY AVERAGE
Likelihood to recommend	8.9	23	8.4
Likelihood to renew	8.8	21	8
Product usability	9	1	7.4
Support	10	1	9
Implementation satisfaction	10	1	8.9

Source: (23) User reviews of Maxymiser on TrustRadius

Summary of Maxymiser Reviews

MAXYMISER STRENGTHS	MAXYMISER AREAS FOR IMPROVEMENT
Ease of implementation Requires a small line of code on each webpage, and is thus very easy to implement. Users say the data is accurate, and the platform is fast.	**Usability/user interface** The user interface can be confusing for beginners, and there is a bit of a learning curve.
Customer support/account management The Maxymiser account team is helpful and knowledgeable and provides valuable, industry-specific insight in terms of strategy and project scope. The company provides quite a bit of consulting and project support to full service clients.	**Complex tests require training and support** The WYSIWYG editor, called Visual Campaign Builder, allows users to run simple A/B tests on their own. More complex tests require coding to set up and may require assistance from account support (which can use up allotted service hours).
Reporting Users are divided on reporting. Some say that reports are thorough, detailed, in-depth, and easy to understand, and have good out-of-the-box filtering capabilities. Others say that they would like to see more filtering options, more statistical info, and results in real time.	

Source: (23) User reviews of Maxymiser on TrustRadius

Interview with Mark Simpson, Founder and President

Positioning

Mark Simpson, Founder and President of Maxymiser, says the company is focused on customer experience optimization. "We aim to be the number one player by providing actionable customer insights and being the most powerful testing and personalization solution in the market," he says.

Competitive Differentiation

"Simpson says the company has two key areas of differentiation: "First, it's the only product on the market that can take someone from running a simple A/B test to the most sophisticated testing and/or personalization campaigns. Secondly, Maxymiser assists users by pushing actionable insights, mainly through our automated segmentation engine," he says. "Instead of just an A/B or multivariate test and getting a winner for everyone, we find different segments based on multiple attributes that react better to different content, to increase the conversion rate overall and give our users insight into their customer base and their content preferences," he says. "One additional benefit of this automation is the ability to segment reliably at a new level of granularity. With manual segmentation, customers can work with a couple dozen different segments before things start to get harder to manage. With automated segmentation, customers can work with hundreds of segments. Our algorithms calculate the best content to show these micro-segments and narrow down to serve content on a one-to-one basis."

Implementing the tool requires a 4 KB JavaScript tag on a page. "It's low latency, with a very scalable platform," Simpson says. "Once that code is integrated, we can test, optimize, segment and personalize content without ever having to go back to IT to alter the code."

Maxymiser also offers full integrations with all of the major web analytics vendors, as well as third-party data sources like DMPs, he says.

The company considers Adobe to be its main competitor.

Target Customers

Maxymiser is focused on enterprises, though the company has mid-market customers as well, Simpson says. The main verticals served are retail, travel and finance, as well as media, gaming and automotive.

About half of their customers are in Europe, and the other half in the United States.

Product Priorities

The company has two levels of product development, Simpson says: "One, improving the product we already have, in terms of ease of use, simplicity, speed, etc. And two, innovation. We are looking at the way CMOs are going to be driving their businesses forward over the coming years and how we can satisfy that form the perspective of customer experience optimization. There is a huge amount of development in our business around what we can do with the customer profile, for example, in terms of proactively optimizing the customer experience."

Response to Feedback from Google Analytics Reviews

"We've already made developments in the reporting areas, and simplified the steps to deploying a campaign considerably. We listen to the market feedback and respond quickly—for example, we have drastically re-engineered our user interface to be more intuitive for the marketer and reduce any learning curve," Simpson says. "We offer a robust platform and a very easy implementation, with the ability to run the most simple to the most sophisticated campaigns across the entire customer journey."

Monetate Profile

Monetate was founded in 2008 and is based in Philadelphia, with offices in London and Palo Alto, California. The company started as an offer management system focused on presenting the right offer at the right time to customers. This gave rise to the personalization engine and testing solutions that Monetate offers today. The company generally caters to enterprise customers, but recently introduced products focused on the SMB. Most of their customer base is in the United States, but they are rapidly growing in Europe. They have raised $46 million in funding since inception.

Company status	Private
2013 revenue	N/A
Growth 2012-2013	N/A
Customers	300*
Employees	300*
Pricing	From $1k to $2k per month, up to ~$1m per year for large enterprises using profes-sional services*

*Interview with Bruce Ernst, VP of Product Management

Aggregate User Ratings of Monetate on TrustRadius

RATING ATTRIBUTE	MONETATE	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	A/B TESTING CATEGORY AVERAGE
Likelihood to recommend	9	20	8.4
Likelihood to renew	8.9	20	8
Product usability	10	1	7.4
Product availability	10	1	9.5
Product performance	10	1	9.1
Support	10	1	9
In-person training	10	1	9.3
Implementation satisfaction	10	1	8.9

Source: (20) User reviews of Monetate on TrustRadius

Summary of Monetate Reviews

MONETATE STRENGTHS	MONETATE AREAS FOR IMPROVEMENT
Ease of use Interface is easy to learn and use for non-technical people. In addition to testing and personalization, many users say they use the tool to make quick website changes without going through their IT department.	**Reporting** Users would like to see enhanced reporting and more detailed analytics. *Note: the company recently launched a more robust reporting module that may address this issue.*
Customer support Monetate's support team is knowledgeable, quick to respond, and very "solution-oriented," as one user put it.	**Speed of new feature releases** Two users mentioned that new product releases are often not launched on schedule. However, users like that the company is innovative in creating new features.
Personalization and targeting Users like the ability to personalize content and target specific visitors for promotions based on a number of variables, and a few specifically mentioned the geo- and weather-targeting capabilities.	**Flicker effect** Because Monetate uses an asynchronous method (meaning everything loads at the same time, to avoid a website delay), there can be a flicker effect if Monetate's code loads after the website's code. *Note: this can be resolved if the client uses Monetate's synchronous tag.*

Source: (20) User reviews of Monetate on TrustRadius

Interview with Bruce Ernst, Vice President of Product Management

Positioning

"Monetate was founded by people who took a scientific approach to marketing," says Bruce Ernst, Vice President of Product Management at Monetate. "We were in the optimization and testing and personalization business before we knew what the name of that game was." The tool started as an offer management system focused on presenting the right offer at the right time to customers, which then gave rise to powerful personalization capabilities.

The company incorporated testing in response to customer requests, since at the time testing tools were difficult to use, he says. "We invested very heavily in making it easy and simple for regular marketers to set up sophisticated A/B and multivariate tests."

Competitive Differentiation

Ernst says the company is focused on removing obstacles to testing and personalization. "In the real world, in 25% of tests, the new treatment outperforms the original; in 25% the new treatment underperforms, and the rest of the time, the test is a wash," he says. "Winning tests are like hitting a homerun: the more times you are at bat, the more homeruns you'll hit. We make it really easy to set up and run lots and lots of tests."

That's why the company charges a flat fee for their tool, rather than volume-based charging, he says. "We do not charge by the number of tests or level of effort. You should run a lot of tests to get good results, and we don't want to build in a disincentive."

Ernst also says personalization and testing are closely related. "Often the 50% of tests that don't produce a significant result—often it's because you didn't look deep enough," he says. "Maybe new versus returning visitors reacted differently. When you test for everybody, the results tend to cancel each other out and the test is inconclusive."

The tool integrates with third-party data systems, CRMs, and all of the major web analytics vendors, he says.

Target Customers
The company is focused heavily on enterprise customers, many with more than 1,000 employees, Ernst says. However, they have recently launched a new product that caters to the SMB. "Organizations of all sizes can benefit from testing and personalization," he says.

Key verticals served include retail, travel and financial services. Most customers are located in the United States, but the customer base has grown 300% in Europe in the last year, he says.

Product Priorities
"We have a relentless drive to make things simpler and easier," Ernst says. For example, the company just released a product that will identify a user's top five most important customer segments. They are also planning on introducing mobile app testing, he says.

Response to Feedback from Monetate Reviews
"Our roadmap is driven by customer feedback," Ernst says. "In terms of the flicker issue, our first goal was to never, ever hold up your site, so we ran completely asynchronously." This meant that it was possible for regular content to beat Monetate content to the site, thus producing a flicker. Based on customer feedback, the company introduced an option for a synchronous tag, thus removing the flicker issue, he says.

"We also just released a more robust analytics component," he says, also based on client feedback. "It's much more detailed in terms of being able to segment inside an experiment and drill down and discover specific groups of visitors, after a test has run."

Optimizely Profile

Optimizely was founded in 2010 by two former Google product managers, Dan Siroker and Pete Koomen. Siroker worked for the Obama 2008 campaign as the Head of Analytics to maximize email signups and donations and saw the challenges of implementing testing for the end user. They started Optimizely to make A/B testing easy for marketers. According to Builtwith.com, the tool is used on more than 6,000 of the top one million websites, up from 1,500 two years ago. The company has raised $88 million since inception, including $57 million in a Series B round in May 2014.

Company status	Private
2013 revenue	N/A
Growth 2012-2013	400%*
Customers	9,000+**
Employees	248***
Pricing	Self-serve plans start at $19 to $399****; Pricing of enterprise plans is based on site traffic

*https://www.optimizely.com/about
**Interview with Pete Koomen, Co-founder and President
***Employees on LinkedIn
****https://www.optimizely.com/pricing

Aggregate User Ratings of Optimizely on TrustRadius

RATING ATTRIBUTE	OPTIMIZELY	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	A/B TESTING CATEGORY AVERAGE
Likelihood to recommend	8.7	39	8.4
Likelihood to renew	8.8	39	8
Product usability	8	6	7.4
Product availability	9.5	4	9.5
Product performance	8.3	4	9.1
Support	8.8	9	9
Online training	3	1	4.9
Implementation satisfaction	8.1	9	8.9

Source: (39) User reviews of Optimizely on TrustRadius

Summary of Optimizely Reviews

OPTIMIZELY STRENGTHS	OPTIMIZELY AREAS FOR IMPROVEMENT
Ease of use Nearly all reviewers say Optimizely is easy to implement, use and understand results. Marketers can set up tests without much dependence on IT. Some users say basic html/css knowledge is useful, however, and a developer is needed for more advanced setups and customizations.	**Possibly not ideal for advanced tasks** Some users ran into issues with more sophisticated tasks and say Optimizely is an ideal beginning or mid-level solution. However, other users say that despite its reputation as a mid-level solution, the tool offers depth and allows power users to do advanced segmentation and targeting with custom coding.
Customer support and documentation Optimizely's support team is responsive and knowledgeable. Many users say it exceeds expectations. Most users say Optimizely offers helpful documentation and online resources, although the more advanced tips often come directly from support requests.	**Site speed** The tool can cause website page load times to increase. Also, two users say that using the tool may negatively affect Google AdWords scores.
Affordable Many users say Optimizely offers a lot of value at an affordable price. However, a few say it can get expensive for websites with high traffic volumes.	**Limitations** Users cannot modify the % confidence required for a test to reach statistical significance (95%). Also, establishing KPIs or goals besides clicks and conversions can be difficult (e.g., for a media website).
WYSIWYG editor Most users like Optimizely's drag and drop editor. However, a few mention that it can be finicky or create convoluted code in the background, and may not be suitable for creating entirely new pages.	**Account-level reports** A few users would like to see customizable reports that summarize results from all tests, versus just one.
Integrations Users like the integrations with tools like Mixpanel, Crazy Egg, Adobe Analytics, ClickTale, Google Analytics and in-house systems. However, a few users had issues integrating Optimizely with Google Analytics. Others would like to see easier integrations with CRMs and third-party data sources.	

Source: (39) User reviews of Optimizely on TrustRadius

Interview with Pete Koomen, Co-founder and President
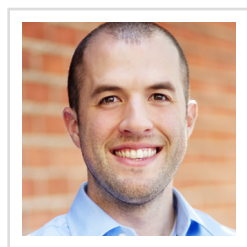
Positioning

"Our original mission was to make A/B testing really really easy to do on a website," says Pete Koomen, Co-founder and President of Optimizely. "We've really raised the bar on how efficient companies can be with their testing and the amount of resources needed to make an impact to their business. Our customers can create simple experiments on their own, as well as go in with some Javascript or html and with ease create more complex experiments."

The company has also expanded from its original mission, he says. "We recently launched a beta version of a native mobile app testing product and pushed further into personalization as well. We enable our customers to use all of their data to deliver the best possible experience to each one of their customers."

In addition to ease of use, the company focuses on integrations with other tools and data sources, such as Google Anaytics, Adobe Analytics (Site Catalyst), Mixpanel. CrazyEgg, Blue Kai, and Qualaroo, and allowing users to take advantage of all the customer data available to them.

Target Customers
The company now has more than 9,000 customers, Koomen says. Self-serve customers make up the majority in terms of count, but enterprise customers involve much larger deals and make up the majority of revenue. "In addition to delivering on the needs of smaller enterprises, we 've also built the internal infrastructure to support the higher end, in terms of product needs as well as support needs," he says. "Currently we have some of the world's largest websites as our customers across many verticals such as Disney, The Guardian, Starbucks, Legalzoom, Yelp, NBC, American Apparel and Microsoft."

Industry Trends
"In five years, the Internet is going to be a very different place," Koomen says, referencing the explosive growth of multi-device Internet use. "We want to build out a suite of products that make it possible for our customers to deliver the best experience for their customers across any touch point," he says. "Mobile apps are new strengths for many of our customers. Some have outsourced them. Sometimes they have entirely different marketing teams for them. And our product will enable them to provide the best experience whether their customers are on the web or mobile."

Koomen also sees the growing need for companies to have a unified view of customer data as a challenge vendors will have to solve. "There is a need to integrate customer data," he says. "Companies have data in Salesforce, Marketo, back-end systems. The burden from that insufficiency falls on marketers' shoulders. With all of this data siloed in different places, it becomes harder to deliver great customer experiences." The company launched a set of APIs that allow users to programmatically integrate Optimizely with third-party tools and in-house solutions, he says.

Response to Feedback from Optimizely Reviews
"One of the challenges of creating experiments on webpages is that it's hard to use a WYSIWYG editor to do complex things," Koomen says. "We wanted to make sure the WYSIWYG editor allows you to do complex, powerful things while still being simple and easy to use and our customers"

"Optimizely also enables our customers to personalize their websites and deliver targeted content to their visitors," he says. "We have the in-product tools and flexible APIs that give both marketers and developers an easy way to do more advanced segmentation and targeting. You can do advanced targeting and segmentation without any custom coding. For instance you can target your traffic based on geolocation, time of day, language, traffic source, new vs. returning, to name a few."

In terms of speed, "because we are using the same CDN as many of our customers, it's rare for most customers to have this issue. Customers that are especially sensitive can use an asynchronous version that eliminates this," he says. In addition, "Optimizely is the fastest in the industry when it comes to client-side JS. We use a balanced CDN architecture with two CDNs (Akamai and Edgecast). We found that using this new, balanced CDN architecture improved average response times by 64%."

Regarding Google Adwords scores, "Using Optimizely will indeed improve AdWords quality scores by reducing bounce rate on site. We have written a great case study on this recently."

In terms of confidence level, "95% statistical confidence level is an industry standard. While the user can't set the significance level, they can see what significance calculation is at any time. So if they want to act on 90% they have the ability to do so," Koomen says.

On establishing goals: "Using Optimizely, we have built-in goals for tracking. For instance, most media sites use the built in engagement goal. We also have custom events that can be setup easily without the need to implement new code on your site."

On integrations: "We have wide variety of out of the box integrations with various products, including Avanser, Lotame, BlueKai, LiveRamp, ifbyphone, Qualaroo, Bizible. Additionally, we have a set of APIs that make it easy for any technology to integrate with Optimizely."

Qubit Profile

Qubit was founded in 2010 in London by four former Google employees who worked on the Google Analytics team and Google Conversion Professional accreditation. The company offers four main products: A/B testing, web analytics, personalization and tag management, all of which run off their universal data hub. Clients are mostly enterprises in retail and e-commerce. The company has raised $36.5 million in funding since inception.

Company status	Private
2013 revenue	N/A
Growth 2012-2013	270%*
Customers	150*
Employees	120*
Pricing	N/A

*Interview with Ian McCaig, Co-founder and Chief Marketing and Strategy Director:

Aggregate User Ratings of Qubit on TrustRadius

RATING ATTRIBUTE	QUBIT	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	A/B TESTING CATEGORY AVERAGE
Likelihood to recommend	8.7	9	8.4
Likelihood to renew	8.1	9	8

Source: (9) User reviews of Qubit on TrustRadius

Summary of Qubit Reviews

QUBIT STRENGTHS	QUBIT AREAS FOR IMPROVEMENT
Powerful yet easy to use Qubit is user-friendly and easy to implement, and allows non-technical people to run A/B tests and personalization campaigns. It also allows advanced, technical users to set up more complex campaigns.	**Pricing structure** One user would like the ability to purchase support hours in smaller quantities, and another would like to see a low-cost version for startups.
Customer support Account management and support teams are knowledgeable and helpful.	**Customization** One user would like to see more KPIs / goals available in testing, and the ability to create custom traffic levels for targeted A/B tests. Two users said the system doesn't allow you to deploy a treatment to 100% of website traffic.
Innovation The company is constantly improving the product.	

Source: (8) User reviews of Qubit on TrustRadius

Interview with Ian McCaig, Co-founder and Chief Marketing and Strategy Director

Positioning

"The whole philosophy of our company was conversion optimization," says Ian McCaig, one of Qubit's four co-founders and its Chief Marketing and Strategy Director. "Acquisition costs were getting to such a level that it was ineffective at getting a positive ROI, so we wanted to help e-commerce websites improve their conversion rates."

The various technologies involved in website optimization were disjointed, he says. "Web analytics, A/B testing, customer surveys: We're trying to understand and optimize the consumer experience in a very disjointed fashion. So we thought, how can we bring each of these disparate technologies together in a unified platform?"

Qubit offers analytics, A/B testing, personalization and tag management. "It's not just about A/B testing or behavioral analytics; it's about bringing these different disciplines together to have digital optimization," McCaig says. "For example, we built our own analytics tool because we found that the data from other analytics tools wasn't granular or well structured enough; it was hard to get data out of these systems. So we built a very robust analytics platform focused on the single visitor and their attributes."

Competitive Differentiation

Many of Qubit's competitors are strictly testing and personalization engines, McCaig says. "Adobe is the only true company that's consolidating digital optimization, with their Marketing Cloud," he says. "They've done the most in terms of acquisitions, but they've had a hard time bringing it all together. We built from the ground up."

The company does integrate with other analytics, testing or tag management solutions, if a customer has already purchased a package. "We recommend using our whole suite, but you don't have to," he says.

Target Customers

Qubit is focused on mid-market to large e-commerce websites, often those bringing in several million dollars in annual online revenue. Main verticals served are retail and travel, though they are starting to work with companies in finance, gambling and local services as well.

Product Priorities

"We're looking at out-of-the-box solutions that marketers can plug and play, in terms of email collection, welcome messages, pre-packaged things that drive conversions," McCaig says. "Our philosophy is, how can we drive conversions quicker and surface opportunities to marketers quicker? That includes predictive capabilities, propensity modeling, etc."

"Everything we do is underpinned by our data hub, which we believe is the key to achieving a fully personalized customer experience across multiple devices and channels. Website personalization is just the beginning," he says.

The company's goal is to unite marketing and development teams. "No technology has managed to do that," he says. "We want both audiences to find value in our tool, making their lives easier, and most importantly, making their customers' experiences richer."

SiteSpect Profile

SiteSpect was founded in 2004 and is headquartered in Boston, with offices in the Netherlands, England and Germany. The tool is distinguished by its method of implementing tests. As opposed to tag-based testing tools, SiteSpect uses reverse proxy technology to act as an intermediary between the client's web server and website visitors. The company is focused on enterprise customers.

Company status	Private
2013 revenue	N/A
Growth 2012-2013	N/A
Customers	N/A
Employees	68*
Pricing	Starts at ~$5k per month**

*Employees on LinkedIn
**Interview with Justin Bougher, Director of Product Management

Aggregate User Ratings of SiteSpect on TrustRadius

| RATING ATTRIBUTE	SITESPECT	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	A/B TESTING CATEGORY AVERAGE
Likelihood to recommend	8	7	8.4
Likelihood to renew	8.1	7	8
Support	10	1	9
In-person training	10	1	9.3
Implementation satisfaction	10	1	8.9

Source: (7) User reviews of SiteSpect on TrustRadius

Summary of SiteSpect Reviews

SITESPECT STRENGTHS	SITESPECT AREAS FOR IMPROVEMENT
Non-JavaScript solution Users like that SiteSpect is a non-intrusive alternative to using JavaScript tags. The lack of JavaScript means fewer code changes, and the tool doesn't slow down a website or introduce a flicker effect.	**Technical tool** The tool requires strong technical resources with programming expertise to help with implementation and use. Setting up tests, however, is easy and can be done without IT involvement.
Robust Users like that the tool allows them to test anything and everything. They can also do segmentation and targeting.	**Reporting** One user says the reporting interface could be improved, and another says the analytics can be difficult to interpret.
Reduced IT needs Once it's set up, SiteSpect allows users to make website changes and set up tests without too much coding or IT involvement.	

Source: (7) User reviews of SiteSpect on TrustRadius

Interview with Justin Bougher, Director of Product Management
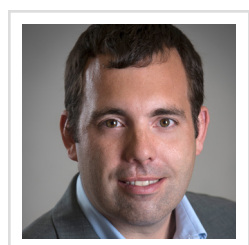
Positioning

"We're an enterprise optimization solution," says Justin Bougher, Director of Product Management at SiteSpect. "We help companies advance their culture of testing." He says the company's main value proposition is that clients can use the tool to significantly increase the number of tests they run, and to test anything—not only how their websites look, but also how they work. "A lot of our clients were doing several hundred tests a year, and we're helping them get to thousands," he says.

Competitive Differentiation

Most of SiteSpect's competitors are tag-based solutions, which use JavaScript in a website's code to serve up different versions of a page among web traffic during an experiment. Bougher says the tag-based method can limit which elements of a page can be tested and can cause either a delay in website load time or a flicker effect.

SiteSpect uses reverse proxy technology to sit between a website's servers and its visitors, he says. "That allows us to inspect, monitor and understand browser requests from a user as well as responses from a web server," he says. This means SiteSpect can test anything, including backend elements, such as new feature launches, search algorithms or third-party vendor integrations, he says. "On top of that, we're able to monitor the browser requests to our client's website. We quickly understand and target different users. As soon as the request comes in, we can pass additional info on to the web server or origin so they can do different things."

Target Customers

"Our clients tend to be companies that are pretty serious about testing," Bougher says. "E-commerce, financial services, hotels, travel, leisure, media—anyone that has a large website and really wants to optimize their customer experience."

Pricing Structure

SiteSpect charges based on some fixed and variable costs that change with bandwidth, and pricing starts at around $5k per month, Bougher says. "We also have a really strong professional services and consulting

team that can help you with the entire optimization process, including the strategy phase, test ideation and prioritization, and the creation, reporting, analysis and monitoring of tests," he says.

Product Priorities

"Fundamentally, we are focused on the breadth of testing and being able to test faster," Bougher says. "We already have a great mobile solution for m-dot or responsive design websites. We're also updating our mobile SDK to do great things with native app testing."

Response to Feedback from SiteSpect Reviews

"These are recognized areas we are working on," Bougher says. "We're making significant UI improvements, in the ability to set up basic and significant tests so that every member can set up, create and monitor tests on their own no matter the technical expertise. We have that now, but can improve."

Unbounce Profile

Unbounce is a landing page builder that was founded in 2009 and is headquartered in Vancouver. It is not an A/B testing tool for a company's entire web presence. Rather, it allows users to build, publish and A/B test landing pages using a WYSIWYG editor. The company is focused on small to mid-market customers and raised $850k in funding in 2011.

Company status	Private
2013 revenue	$3.1 million*
Growth 2012-2013	110%*
Customers	6,500*
Employees	56*
Pricing	$49 to $199 per month**

*Interview with Rick Perrault, Co-founder
**http://go.unbounce.com/pricing/

Aggregate User Ratings of Unbounce on TrustRadius

RATING ATTRIBUTE	UNBOUNCE	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	A/B TESTING CATEGORY AVERAGE
Likelihood to recommend	9.3	9	8.4
Likelihood to renew	8.4	9	8
Product usability	8	2	7.4
Support	7	1	9
Implementation satisfaction	6	1	8.9

Source: (9) User reviews of Unbounce on TrustRadius

Summary of Unbounce Reviews

UNBOUNCE STRENGTHS	UNBOUNCE AREAS FOR IMPROVEMENT
Ease of use It's easy and fast to create landing pages and set up A/B tests. No coding or programming experience is required.	**Mobile/responsive designs** Some users would like to see more mobile-friendly or responsively designed templates.
Integrations Users mention useful integrations with other tools such as Constant Contact, Hubspot, Salesforce, Google Analytics, Zoho and Mailchimp.	**Reporting** Some users would like to see more robust reporting options, including metrics around sources of traffic.
Customer support Unbounce provides excellent customer service and support.	

Source: (9) User reviews of Unbounce on TrustRadius

Interview with Rick Perrault, Co-founder and CEO

Positioning

"Rick Perrault, Co-founder and CEO of Unbounce, says he and his five co-founders created Unbounce because landing pages were the last piece of marketing still in the hands of IT departments.

"At one point, IT ran everything for marketing: analytics, email marketing, banner advertising. All that disappeared in a short period of time with technologies that allowed marketers to bypass IT," he says. "We asked other marketers how they were solving the landing page problem, and they were either (A) not using landing pages and embarrassed to admit it, or (B) going through a huge pain point with IT. There was no small to mid-market, drag and drop solution for building great landing pages."

The company has no sales team and no setup costs. "End-users can launch their first landing page live in less than an hour," Perrault says. "We've stayed focused on that."

Testing

Unbounce is a landing page builder rather than a traditional A/B testing tool; it allows users to A/B test their landing pages, but not existing pages on their own websites. Perrault says the majority of customers are taking advantage of the A/B testing feature. "A significant number of customers are always running testing. As a result of their successes, we've seen our churn rate drop and lifetime value increase," he says.

Some customers use Unbounce as well as a traditional testing tool. "The tools are complementary, in some ways. We have customers that use Unbounce for creating and testing campaign pages, and Optimizely for testing the pricing page and the homepage," he says.

Competitive Differentiation

"Our biggest challenge isn't competition, it's actually educating a market that they should be using landing pages and should be testing," Perrault says. "So many marketers out there, even those with big budgets where online is critical to their business, will send all their traffic to their homepage and get low conversion rates."

Landing pages play a critical role in conversion rate optimization, he says. "If someone's going to click something, an ad or a link in an email, you want to send them someplace that's 100% relevant to what they just clicked, and 99% of the time you can't create that experience by sending them someplace generic."

Target Customers

The company is focused on small to mid-market customers, but a lot of large enterprise companies use the tool as well, Perrault says. About half of their customers are SMBs. The tool attracts customers from a lot of verticals, but some notable ones include other SaaS businesses, education, and real estate, he says.

Product Priorities

The company is building functionality that will automatically create a mobile version of a landing page, he says. They are also improving the tool's capability for managing multiple pages and multiple campaigns, as well as providing insights to users on which elements of a page to test and how a company's pages perform when compared to others in the same industry.

Response to Feedback from Unbounce Reviews

"I think our product team has done a good job of talking to customers," Perrault says. "Responsive designs, page management, better conversion tracking and reporting, all of those things are on our short-term product roadmap."

Visual Website Optimizer Profile

Visual Website Optimizer is an A/B testing and website optimization tool from the company Wingify. The company was founded in 2009 and is based in New Delhi, India. In May 2014, the tool was updated with a new user interface and additional features.

Company status	Private
2013 revenue	$7 million*
Growth 2012-2013	N/A
Customers	3,700*
Employees	56*
Pricing	Self-serve starts at $49 per month; Enterprise starts at $499 per month**

*Interview with Paras Chopra, Founder and CEO
** https://vwo.com/pricing/

Aggregate User Ratings of Visual Website Optimizer on TrustRadius

RATING ATTRIBUTE	VISUAL WEBSITE OPTIMIZER	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	A/B TESTING CATEGORY AVERAGE
Likelihood to recommend	8.7	18	8.4
Likelihood to renew	8.2	18	8
Product usability	8	1	7.4
Support	8.5	2	9
Implementation satisfaction	10	1	8.9

Source: (18) User reviews of Visual Website Optimizer on TrustRadius

Summary of Visual Website Optimizer Reviews

VISUAL WEBSITE OPTIMIZER STRENGTHS	VISUAL WEBSITE OPTIMIZER AREAS FOR IMPROVEMENT
Ease of use All reviewers mention the user interface and ease of use. It's easy to implement the tool, set up tests, use the WYSIWYG editor, and understand results.	**Customer segmentation** Some users would like to see more advanced visitor segmentation options, as well as the ability to do post-test segmentation. One user says advanced segmentation is possible through JavaScript and cookies. *Note: the company launched a new interface in June 2014, which allows for post-test segmentation and may address this area for improvement.*
Customer support Users say VWO's customer support team is quick to respond and helpful.	**Reporting** Though the tool provides excellent high-level reporting, some users say they would like to see more in-depth or more detailed reporting options.
Price Users say VWO is available at a reasonable cost and provides good ROI.	
Advanced level Users are divided on how advanced the tool is. Some say it allows for advanced segmentation and provides useful addition-al features such as heatmaps, revenue tracking and split url testing. Others say that it's a tool best suited for testing and optimization novices, especially since it does not allow for after-the-fact segmentation of visitors in the analysis of tests.	

Source: (18) User reviews of Visual Website Optimizer on TrustRadius

Interview with Paras Chopra, Founder and CEO

Positioning

Paras Chopra, Founder and CEO at Wingify, says Visual Website Optimizer is targeted at enabling marketers to run optimization programs with minimal IT involvement. "With most testing tools five years ago, it was your responsibility to code and upload to your server the different versions of your webpages," he says. "This was a barrier to marketers who would have to go to their IT department and ask them to code up a new version in order to implement an A/B test."

With VWO, companies need to include a snippet of code on their website only once, and the tool allows marketers to use a drag and drop interface to create different versions of their website to test, he says.

Competitive Differentiation

Some other vendors now have the same pitch of allowing marketers to A/B test without depending on IT, Chopra says. However, VWO is broader and faster, he says. "We provide a broader set of methodologies in the entire area of optimization," he says. "We have four different sections of tools that encompass the entire web optimization workflow. It's not just a box of tools. We reinforce a workflow that aligns with optimization methodologies, starting with usability and user research."

The four toolsets include user surveys, an IdeaFactory with more than 300 ideas and case studies for website improvements, A/B and multivariate testing, and ad-hoc segmentation of visitors in reporting. The tool also provides heatmaps showing click activity on a webpage, which can help users understand visitor behavior

and come up with ideas to test. There's also a personalization option with 15 geolocation and behavioral variables, based on which users can target different offers and content to different visitor segments.

VWO also integrates with all major content management systems, and most major web analytics tools.

Target Customers
The bulk of customers are in the SMB market, but the company has also acquired some enterprise customers, such as Microsoft, Rackspace, GE and Disney, Chopra says.

Response to Feedback from Visual Website Optimize Reviews
"We just had a new release with more emphasis on visualizations, with new chart types, a timeline of events, segmentation, and other new features," Chopra says. "The new version allows for advanced and post-test segmentation, and the reporting has been improved significantly. It also runs very fast."

The new version also introduces zero-coding A/B testing for iOS apps, he says.

Webtrends Optimize Profile

webtrends™
Optimize™

Webtrends was founded in 1993 and is headquartered in Portland, Oregon, with offices in Seattle, the UK, Sweden and Australia. Its analytics product was one of the pioneers in the space. Optimize is a testing and targeting tool, launched after the company acquired optimization tool Widemile in 2009. Main verticals served include retail, travel and finance. Per the mix of reviews on TrustRadius, 75% of their customers are in the enterprise segment.

Company status	Public
2013 revenue estimate	~$100 million* (total company)
Growth 2012-2013	N/A
Customers	~2,000** (total company)
Employees	>340*** (total company)
Approximate Pricing	N/A

*http://www.oregonlive.com/siliconforest/index.ssf/2013/09/webtrends_says_new_ceo_marks_s.html
**Webtrends website
***http://www.oregonlive.com/silicon-forest/index.ssf/2014/05/webtrends_has_new_digs_as_it_b.html

Aggregate User Ratings of Webtrends Optimize on TrustRadius

RATING ATTRIBUTE	WEBTRENDS OPTIMIZE	# OF REVIEWERS CONTRIBUTING TO RATING AVERAGE	A/B TESTING CATEGORY AVERAGE
Likelihood to recommend	7	4	8.4
Likelihood to renew	5	4	8
Product usability	2	1	7.4
Product availability	10	1	9.5
Product performance	10	1	9.1
Support	9	1	9
Online training	6	1	4.9
Implementation satisfaction	7	1	8.9

Source: (4) User reviews of Webtrends Optimize on TrustRadius

Note: Webtrends Optimize is not included in the TrustMaps due to insufficient and inconsistent data

Summary of Webtrends Optimize Reviews

WEBTRENDS OPTIMIZE STRENGTHS	WEBTRENDS OPTIMIZE AREAS FOR IMPROVEMENT
Robust reporting Users like the dashboards and other analytics provided.	**Ease of use/interface** The user interface is not intuitive, and it can be difficult to set up tests. *Note: the company says they launched a new interface in 2013, which may address this area for improvement.*
Ease of implementation Users say that implementing the tool on your website is easy.	**iPhone access** One user says the tool is flash-based and can't be accessed on an iPhone or iPad. *Note: the company says the interface is now HTML5-based, and can be accessed via any mobile device.*

Source: (4) User reviews of Webtrends Optimize on TrustRadius

Interview

The company declined to interview.

Trends in A/B Testing Software

Democratization of Access

As we discussed in our Buyer's Guide to Digital Analytics Software, the free version of Google Analytics helped democratize access to web analytics and enabled a massive culture shift in digital marketing toward data-driven decision making. Similarly, the introduction of easy-to-use, low-cost A/B testing tools has facilitated a rise in popularity of A/B testing.

According to a recent survey of TrustRadius members and website visitors interested in conversion rate optimization, 43% of respondents use more than one A/B testing tool, and 48% of respondents plan to spend more on A/B testing software in the coming year. Online testing is not as ubiquitous as web analysis, however. The survey revealed that all respondents are using at least one web analytics tool, but 9% of respondents aren't using an A/B testing tool at all.

How many A/B testing tools does your company use for CRO?

■ None ■ 1 ■ 2-5 ■ 6-10 ■ 10+

	None	1	2-5	10+
Small businesses	6.9%	41.4%	51.7%	
Mid-size companies	6.3%	56.3%	34.4%	3.1%
Enterprises	12.1%	48.5%	39.4%	
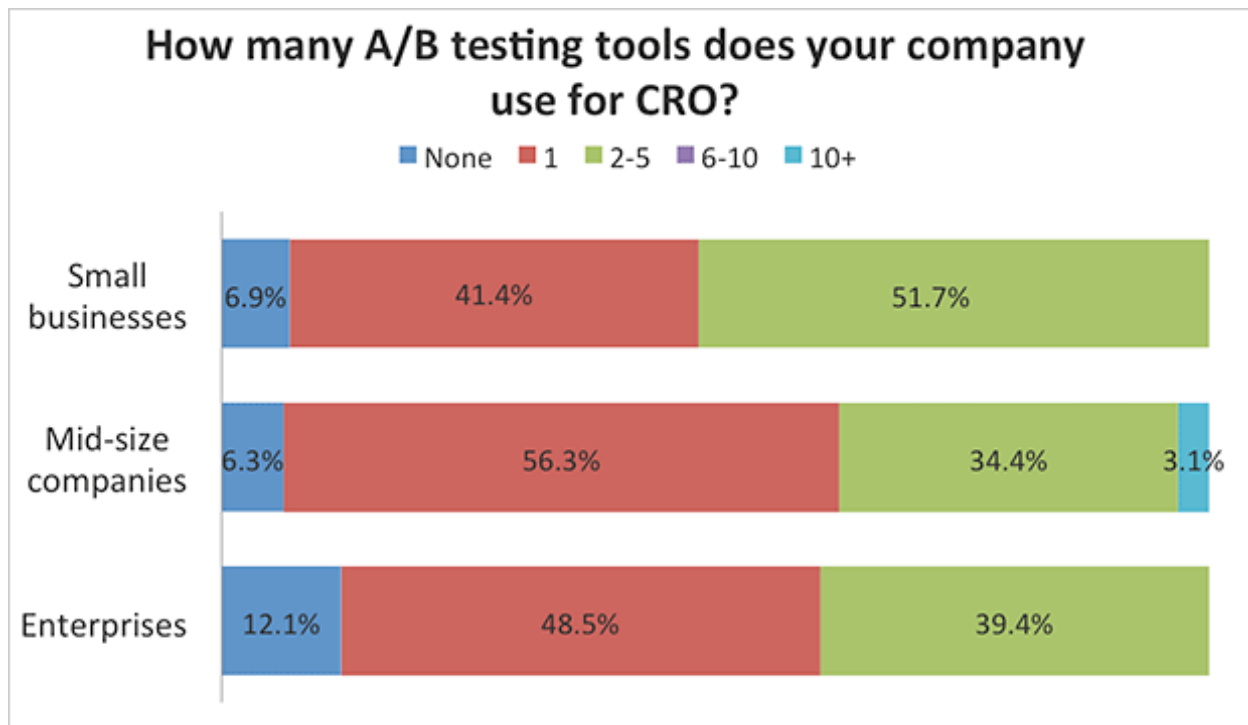
How would you describe the spend your organization plans to allocate in the next year on A/B testing software?

Less	2%
About the same	50%
Slightly more	36%
Substantially more	12%
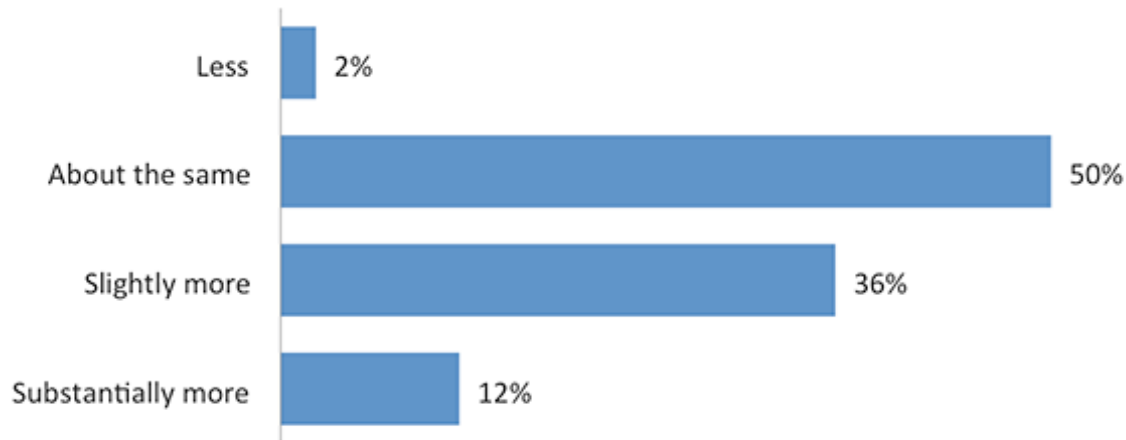
Most of the experts we spoke to agree that split testing is becoming more widely adopted as a practice in digital marketing.

> *"Testing is becoming more mainstream. Years ago it was difficult to get a program implemented, but now the emerging technology has reduced resource constraints and made the barrier of entry to testing really low."*
>
> Justin Rondeau, Chief Testing Evangelist and Editor, WhichTestWon

> *"Historically, we saw a lot of designers focused on usability testing using Crazy Egg. Now, marketers and product people are using the tool to inform their A/B testing. This is partly because of Optimizely and GWO [Google Website Optimizer] prior to that; everybody is thinking about A/B testing."*
>
> Hiten Shah, Co-founder, KISSmetrics and Crazy Egg

This also means testing is becoming more widely adopted within organizations—being practiced across various business units rather than restricted to the marketing team. This is perhaps how companies begin using two or more A/B testing tools, each targeted at a different technical skill level.
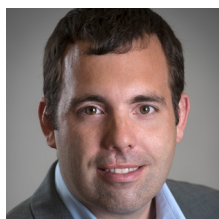
"The optimization team is shifting from an isolated marketing group to a centralized function that works with all parts of the organization."

Justin Bougher, Director of Product Management, SiteSpect

Personalization: The Next Big Thing?

Some software vendors appear to be ahead of the rest of the market on personalization. Personalization is a form of targeting that attempts to serve up the most relevant content to a customer or visitor on a near 1:1 basis. Many of the vendors we spoke to said personalization was a core feature of their product. However, some consultants said their clients don't have the resources yet to practice personalization on their websites.

"Our clients barely have enough time to create three banners, much less individualized experiences for each customer. A few of our larger clients are really targeting four or five segments. One-to-one personalization has a ton of potential, though in practice we're not seeing a lot of it yet."

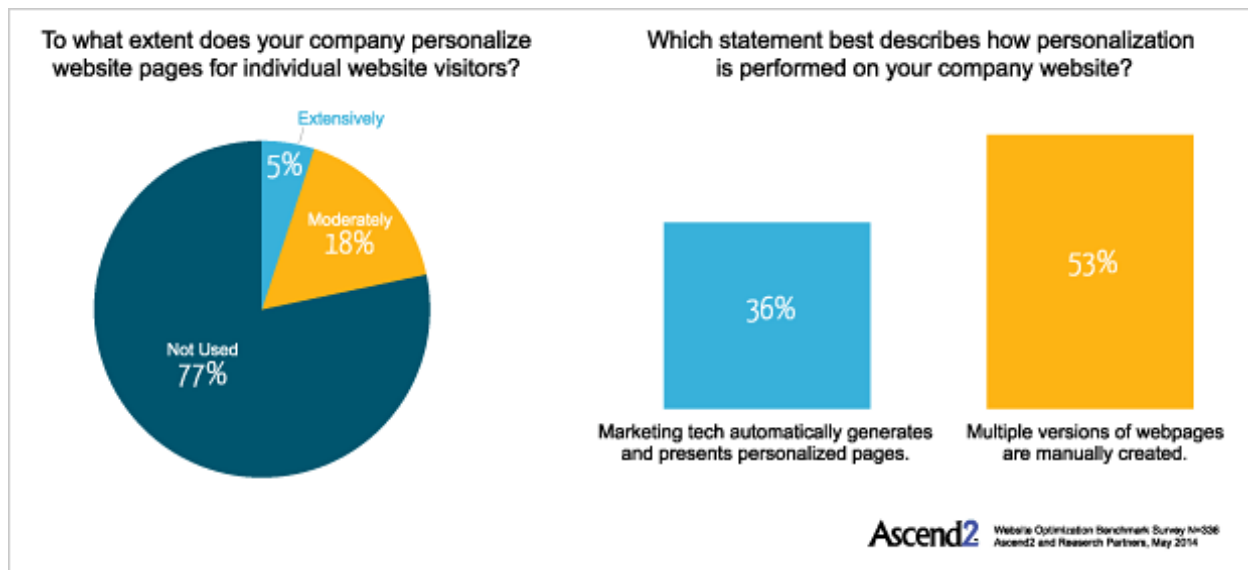Ryan Garner, Co-founder, Clearhead

Some see it as an incredibly valuable capability in conversion rate optimization.
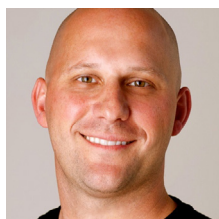
"Personalization will absolutely lead to greater engagement and conversion. Do you respond better to things that are relevant and personal to you? Of course. It's not a topic to be disputed."

Jason Burby, President, Americas, POSSIBLE

According to a 2014 survey by Ascend2, 77% of marketers do not use personalization on their website at all, and only 5% use it extensively. Of those that do use personalization, the majority are manually creating multiple versions of webpages for different customer segments rather than using marketing technology to automate the generation of personalized content. The concept is becoming more mainstream, however.

To what extent does your company personalize website pages for individual website visitors?

- Extensively 5%
- Moderately 18%
- Not Used 77%

Which statement best describes how personalization is performed on your company website?

- 36% — Marketing tech automatically generates and presents personalized pages.
- 53% — Multiple versions of webpages are manually created.

Ascend2 — Website Optimization Benchmark Survey N=336 Ascend2 and Research Partners, May 2014

"A/B testing was not a muscle most companies had a few years ago. We've seen that change dramatically over the past few years. We see a similar trend with personalization. It is a powerful value proposition and most companies are in the early stages of building that muscle. We see it as a direction the industry is going."

Pete Koomen, Co-founder and President, Optimizely

"We've seen that one of the most underused features of testing technology has been segmentation and personalization, but that's changed. It's been increasing."

Justin Rondeau, Chief Testing Evangelist and Editor, WhichTestWon

"We are seeing that the personalization tools offered by many of the optimization platforms today don't scale. They provide interesting targeting capabilities, but then require a person to manually set up and manage all the rules and logic for what to offer their customers. We believe it's the algorithms that are ultimately going to win this space."

Ryan Garner, Co-founder, Clearhead

Some in the industry think personalization has the potential to make visitors concerned for their privacy. Others disagree.

> *"One of the flip sides of personalization is I may start seeing content oriented toward something I thought was private. We're seeing a lot of concern with that, and a trend toward not crossing that 'creepy' line, so we're building in guardrails to our product."*
>
> Bruce Ernst, VP of Product Management, Monetate
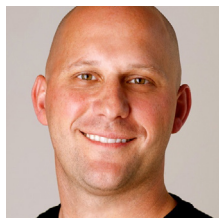
> *"With ultimate personalization, there's this idea that people can get scared. You hear about privacy, or you'll hear concerns about freaking people out, or that it's too complex. Personalization is a journey. You crawl, then walk. A little more relevant is better than not relevant at all. Then you keep moving down that spectrum."*
>
> Jason Burby, President, Americas, POSSIBLE

Will Testing Be Standalone or Embedded in Other Tools?

The software covered in this report is focused on A/B testing a website. However, split testing is a concept that can be used in any marketing channel, including mobile apps, email marketing, search engine marketing, display advertising, and even offline. A/B testing therefore could potentially become a common feature embedded in different types of software, such as marketing automation, content management systems and e-commerce platforms. Unbounce, for example, is actually a landing page builder that also allows users to A/B test their landing pages.

> *"Some email or marketing automation tools offer testing, but I don't think they do it properly. Just having a testing feature does not do it justice. The main value is that these tools let you create experiences in a quick manner. You might have to plug in a lot of coding, or what you can test is limited. A lot of these tools do not even include statistical significance in their reporting."*
>
> Paras Chopra, Founder and CEO, Wingify (Visual Website Optimizer)

Alternatively, some standalone A/B testing tools are enabling split testing of different channels, such as email and mobile apps.

> *"Does it make sense to bake testing into an email product or a CMS or e-commerce platform, versus coming from a third-party tool? Some vendors believe yes. Just like we saw in the web analytics space, we believe there's value in having a specialized product with broad reach, which allows you to optimize across platforms."*
>
> Ryan Garner, Co-founder, Clearhead

One key capability of standalone testing tools is integration with web analytics software. This allows the testing tool to use visitor segments already set up in the analytics platform, and the analytics tool to access and report on testing data. Some experts discussed whether analytics and testing software might one day

converge. Content Experiments, for example, is an A/B testing feature embedded in the web analytics tool Google Analytics. Mixpanel, a web analytics tool focused on event-based tracking, recently added A/B testing of iOS apps to its analytics platform.

"For now, integrating standalone testing and analytics tools is sufficient. Having them converge isn't necessary. As we get more sophisticated, however, that might change."

Justin Rondeau, Chief Testing Evangelist and Editor, WhichTestWon

"Analytics and testing software offer a unique and specific set of capabilities. They might be branded together, but they are two very distinct tools."

Ryan Garner, Co-founder, Clearhead

"I think the landscape is changing considerably in that they're getting closer and closer to being tied together. It's good for organizations because there are different counting methodologies with different testing solutions versus analytics. It creates frustration and data validation issues. As the testing solutions get more deeply integrated with analytics, organizations are going to be empowered to make use of historical data."

Analytics and Testing Consultant

Mobile App Testing and Optimization

As the use and monetization of mobile apps evolve, optimizing native apps has become more important.

"If you go back three years on mobile, 80% of revenue is paid apps. You buy the app for $3 and that's it. It's not a strong environment to care about retention or loyalty or optimization. Now, 80% of revenue is in-app purchases. Getting customer feedback in the app is important."

Richard White, CEO, UserVoice

This means app owners are more interested in conversion rate optimization software for apps, such as A/B testing and customer feedback tools. Point solutions focused on split testing iOS and Android apps have emerged, such as Artisan, Apptimize and Leanplum. Additionally, many of the tools covered in this report offer software developer kits for A/B testing iOS or Android apps.

"We tend to have a unique testing roadmap for each device with our clients—mobile, tablet and desktop. Mobile is a growing area where our clients are increasingly testing. We're also seeing a lot of vendors aggressively pursuing native app testing."

Ryan Garner, Co-founder, Clearhead

It's not just about adapting web-focused CRO technology to mobile apps, however. Mobile changes how companies can approach their conversion rate optimization strategies.

> *"Mobile is huge, because it provides us with the opportunity to interface with customers that are in the moment when it comes to physical experiences. We know that folks are out in the world, using smartphones to help them when they're buying. We can do things like enable in-store feedback using a mobile device, and capture geolocation."*
>
> Mark Treschl, President & CTO, OpinionLab
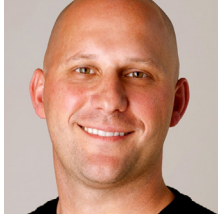
> *"The location side of mobile optimization is really powerful. If you're in my app and I know you're in a store or near a competitor's store, what am I going to do to maximize that?"*
>
> Jason Burby, President, Americas, POSSIBLE

Further Resources for Your Evaluation of A/B Testing Software

TrustRadius.com has hundreds of in-depth reviews of digital analytics software and several great tools to aid your evaluation.

In-depth Reviews You Can Filter—Reviewers respond to a series of questions to create their reviews. This leads to rich, high-quality insights. It also makes it easier for you to compare one person's perspective to another's.

The quickest and easiest way to find valuable reviews that are relevant to you and your specific needs. Filter reviews to quickly find ones in your industry, as well as those from similarly sized companies. You can also filter by the reviewer's department and even role to find the reviews that are as close as possible to your own perspective.

trustradius

Side-by-Side Comparisons—Quickly flip through the same portions of different reviews to evaluate and compare how each product stacks up on usability, integration, training and much more.

Marketing > Website Optimization > Optimizely > Compare to Visual Website Optimizer

Optimizely vs Visual Website Optimizer Comparison Based on 57 user reviews

Ratings Summary	Optimizely VS Based on 39 user reviews	VWO Visual Website Optimizer Based on 18 user reviews	Add Another Product
			Add Recommended Product
Overall Rating	8.7	8.7	
Likelihood to Renew	8.8 ✓	8.2	
Usability Rating	8.0	8.0	
Availability Rating	9.5 ✓		
Performance Rating	8.3 ✓		
Overall Support Rating	8.8 ✓	8.5	
Online Training	3.0 ✓		
Implementation Rating	8.1	10.0 ✓	