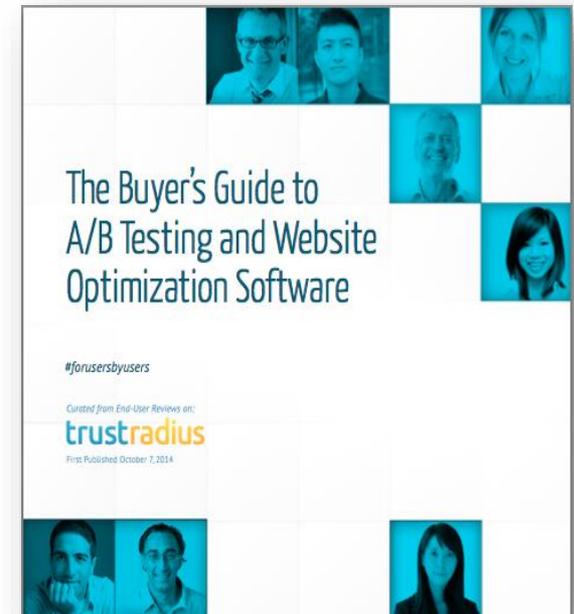


# A/B Testing Software: Feature Comparison Chart

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- This report summarizes the availability of advanced features across nine A/B testing software products: [AB Tasty](#), [Adobe Target](#), [Google Content Experiments](#), [Maxymiser](#), [Monetate](#), [Optimizely](#), [Qubit](#), [SiteSpect](#) and [Visual Website Optimizer](#).
- The tools included were based on participation in the TrustRadius [Buyer's Guide to A/B Testing Software](#). Information on feature availability in each tool was provided by the vendors.
- End-user perspective on these features is available in the in-depth reviews of each product on TrustRadius, and is summarized in the Buyer's Guide.
- For more information on each tool, such as pros & cons, detailed ratings, and interviews with vendor executives, download our [Buyer's Guide](#).
- You can also compare products and read in-depth reviews of each product, written by end-users, on our website, [TrustRadius.com](#).



- 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.
- On websites, users might test elements like headlines, form fields, layout, design, pricing and promotional offers, amount of text, use of images, checkout flow, and the language, placement and design of the call to action. The goal might be an increase in purchases, order value, email signups, lead generation, clicks, time on site, or other forms of engagement.
- 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 charts on the next slides compare the availability of more advanced features across nine A/B testing tools. Below the charts are definitions of each feature in the table.
- *Note: Not all of the features listed will be available right out of the box. Prospective buyers should discuss the features in detail with any vendor under consideration.*

# A/B Testing Feature Comparison Chart [1/2]

	TASTY	Adobe	Google Analytics	maxymiser <sup>®</sup> <small>Optimizing Every Customer Experience</small>	monetate <sup>®</sup>	Optimizely	Qubit <sup>™</sup> <small>Real insights. Real uplifts.</small>	SITESPECT	Visual Website Optimizer
WYSIWYG editor	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Multivariate testing	Full	Full & Partial	No	Full & Partial	Full	Full	Partial	Yes	Full
Split url testing	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Multi-page Testing	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Cross-domain testing	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Mobile app testing	In development	iOS, Android	iOS, Android	iOS, Android	No	iOS	No	iOS	iOS
Visitor segmentation	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Visitor targeting	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Personalization	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Ad-hoc / post-test visitor segmentation	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Adaptive algorithms	In development	Yes	Yes	Yes	No	No	No	Yes	No
Machine-learning or predictive capabilities	No	Yes	No	Yes	Yes	No	Yes	Yes	No
Server- or client-side	Client	Server	Both	Both	Client	Client	Both	Both	Client

# A/B Testing Feature Comparison Chart [2/2]

	TASTY	Adobe	Google Analytics	maxymiser <sup>®</sup> <small>Optimizing Every Customer Experience</small>	monetate <sup>®</sup>	Optimizely	Qubit <sup>™</sup> <small>Real insights. Real uplifts.</small>	SITE SPECT	Visual Website Optimizer
User roles and permissions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Role-based workflow and approval	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No
Native heatmapping	Yes	No	No	Yes	No	No	No	No	Yes
Native visitor feedback	Yes	No	No	Yes	No	No	Yes	No	Yes
Integration with web analytics tools	Yes	Yes, native	Yes, native	Yes	Yes	Yes	Yes, native	Yes	Yes
Ability to test on secure https pages	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ability to test checkout flow	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ability to test search algorithms	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ability to test price	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ability to test on emails	No	Yes	Yes	Yes	Yes	No	Yes	Yes	No
Overall user rating on TrustRadius	9.0	7.9	6.8	9.0	9.0	8.7	8.7	8.0	8.7
Largest customer segment	Small Businesses (56%)	Enterprise (79%)	Small Businesses (44%)	Enterprise (83%)	Enterprise (65%)	Mid-size Companies (53%)	Enterprise (50%)	Enterprise (83%)	Small Businesses (50%)

- **WYSIWYG editor**

A WYSIWYG (What-You-See-Is-What-You-Get) editor provides drag-and-drop functionality that allows non-technical users to design and create webpages, or, in the case of A/B testing software, the different variations of webpages to be tested. The editor builds the underlying html code of the webpage rather than requiring users to write code.

- **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.

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.

Some products offer full factorial multivariate testing, some offer partial or fractional factorial, and some offer both. Full factorial multivariate testing tests all possible combinations in an experiment. 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. Partial factorial multivariate testing tests a smaller sample of combinations and therefore requires less traffic to complete. [There are advantages and disadvantages to either method.](#)

- **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.

- **Cross-domain testing**

Cross-domain testing means that users can run an A/B test across multiple website domains. This can be useful for companies that own many different website domains and want to A/B test a particular element that spans some or all of them.

- **Mobile app testing**

While many A/B testing tools enable mobile-specific testing on a website, not all enable native app testing. A few however offer software development kits (SDKs) that allow native app testing for iOS or Android apps. 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. Note that some tools that don't offer this feature natively offer it through integration with partners, and there are several point solutions that offer mobile app testing exclusively.

- **Visitor segmentation**

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.

- **Visitor targeting**

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.

- **Ad-hoc / post-test visitor segmentation**

This is a type of visitor segmentation wherein the user does not have to pre-define visitor segments prior to running the test, but can surface interesting segments in the post-test analysis.

- **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 can help 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. However, some say it can lead to misleading results.

- **Automated, machine-learning or predictive capabilities**

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.

- **User roles and permissions**

The availability of different roles and permissions for different users allows companies to limit the ability of certain users to perform certain tasks. For example, user A might be able to simply view reports, whereas user B can design experiments, and user C can actually launch experiments. This is useful if companies don't want all of the A/B testing software users to be able to make direct changes to the website with no oversight.

- **Role-based workflow and approval**

Related to user roles and permissions, this type of functionality allows users to follow a particular workflow to build and launch experiments within the tool. For example, user A might design and set up an experiment, and then pass it off through a chain of superiors for approval before launching the test.

- **Native heatmapping**

Many A/B testers use in-page web analytics, or the analysis of user interaction on one webpage, to identify areas of confusion or barriers to conversion on a webpage. This data helps testers come up with ideas for website changes that might improve conversion. Heatmapping is one type of in-page web analysis, which shows mouse or click activity on a page. Note that some tools that don't offer this feature natively offer it through integration with partners such as [ClickTale](#) or [Crazy Egg](#).

- **Native visitor feedback**

A/B testers also use visitor feedback to understand the barriers to conversion on a webpage and come up with new experiments. Visitor feedback tools usually involve some type of on-site pop-up survey or chat functionality that allows for direct interaction with individuals currently browsing a webpage.

Note that some tools that don't offer this feature natively offer it through integration with partners such as [Qualaroo](#).

- **Integration with web analytics tools**

Many A/B testing tools 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 offer native integration with their own analytics tools.

- **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 search algorithms, price, checkout flow, emails, and secure https webpages

- **Server- or client-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. With server-side technology, the page is compiled by the server and presented to the browser in its finished form.

- **Overall rating**

The overall rating is the average "Likelihood to Recommend" rating on a scale of 1 to 10 of end-users providing reviews of the software on TrustRadius.com. Every reviewer is authenticated and every review is vetted before publication.

- **Largest customer segment**

The largest customer segment is which market segment—small businesses, mid-size companies, or enterprises—makes up the largest part of the vendor's customer base, per the mix of customers who have reviewed the product on TrustRadius. Small businesses are defined as having 1-50 employees, mid-size companies have 51-500 employees, and enterprises have more than 500 employees.

- 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. To learn more, visit [www.trustradius.com](http://www.trustradius.com).

