EXPONEA

EXPERIMENTS

Exponea Experiments provides you with all the tools you need to deliver optimized web experiences to your customers. The functionality ranges from transforming the visual appearance of your website to the most advanced web optimization techniques. Real-time 1:1 personalization and even product recommendations can now be easily added to your website using our easy-to-use Visual Editor. Let experimentation be your competitive advantage.
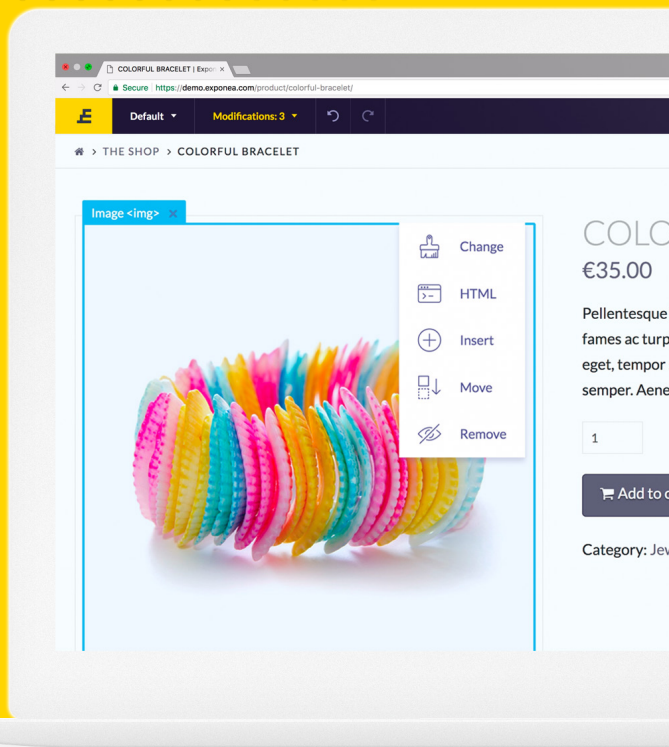
Benefits

- All-in-one web optimization solution **(Visual Transformation, Personalization, Recommendations)**
- Intuitive and easy-to-use **Visual Editor**
- **Fast integration**
- **No IT involvement needed** - let your IT focus on important tasks
- **AI-driven recommendations** models suggest only the most relevant products
- **Full responsiveness** - view experiments on any device
- Smart **A/B testing (AI-powered)**
- **Real-time analytics** helps you uncover valuable insights
- **Conversion rate optimization**

Key features

Visual Transformation
Easily change the visual appearance (color, position, fonts, etc.) of any website with a few simple clicks. Experiment with various designs to optimize your digital presence for the best performance.

Personalization
Make it personal - display unique content to each of your individual customers. Our built-in Data Management Platform will open new possibilities for interacting with your customers. Use analytical insights to engage the most relevant or high-value customer segments. Empower your digital team to deliver personalized experiences quickly and effectively to increase engagement and brand loyalty.

Recommendations
Experiment with multiple product recommendation algorithms designed to adapt to your unique business needs. This enables you to evaluate the efficiency of various recommendation models prior to the full-time deployment.

A/B Testing
Test, measure and optimize - our intelligent A/B testing functionality effectively distributes the website traffic to test the performance of various designs and visualizes the data with the additional ad-hoc exploration capability to segment and dig deep into the data.