

THE BUYER'S GUIDE TO

Website Conversion Optimization Solutions for Marketers

Intellimize

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How to Use This Guide

As a marketer, you go to work every day with big numbers on your head: more leads to sales, more customers, more revenue. One of the biggest untapped levers for you to deliver on those numbers is your website. Why? Because it doesn't convert nearly as well as it should. Overall, marketers spend \$120 billion every year driving people to their websites in the US alone – and we fail to convert them into customers 98% of the time. Low-converting websites are the biggest squandered opportunity in all of marketing.

If you're a revenue-minded marketing decision maker looking for the best way to optimize your website for conversions, this guide is for you.

Here, you'll find an overview of four approaches to optimization: A/B testing, multivariate testing (MVT), rules-based personalization, and Continuous Conversion™ – which is website conversion optimization enabled by machine learning-based technology.

In light of all the information and solutions available to enable website conversion optimization, we produced this guide to educate you and clarify your options. This guide will help you understand how each approach works and the differences between them. You'll also know the questions to ask yourself and prospective vendors as you invest the time to optimize your website.

At the end of the day, you seek out these solutions so you can better understand your audience, deliver a great customer experience, and drive more conversions and revenue. Our goal is to help you pinpoint the right solution for your business to do just that.

Let's get started.



4 Approaches to Website Conversion Optimization

What Is A/B Testing?

What It Is

A/B testing has been the default way to optimize a website to increase conversion rates. Sometimes called split testing, this approach compares the conversion rate of a new version of a page (sometimes called the challenger) with the conversion rate of the original page. Whichever version performs best is declared the winner, baked into the website, and shown to all future website visitors.

Marketers first adopted A/B testing in the 1960s to test direct mail marketing campaigns. With the rise of digital marketing and the relative ease of launching and analyzing experiments online, A/B testing surged in popularity.

When It's Useful

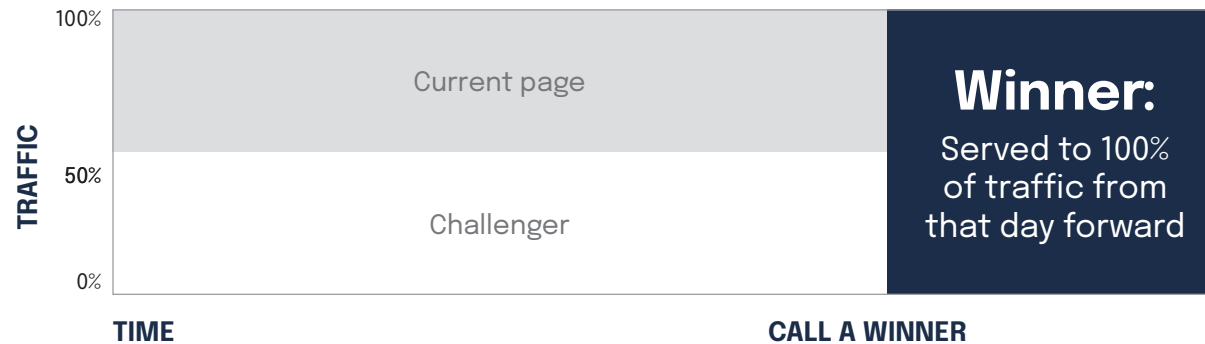
A/B testing is ideal when you can have one - and only one - version of your site shown to all of your visitors. A typical example is testing two sign-up flows, each implemented using a different technology. You're not going to maintain two separate sign-up flow technology stacks, so you want one - and only one - winner.

How It Works

A/B testing begins with you understanding your site visitors, formulating hypotheses, and coming up with ideas to test to prove or disprove the hypotheses.

To run an A/B test, you show the original version of a page to a randomized 50% of your website visitors, and show the new, challenger version to the other 50% of visitors. You keep an eye on which version performs better over time, as measured by a conversion event(s) you care about. When you find that one of the variations performs better, you declare that version the winner and you code it into your website for all visitors to see from that day forward.

How A/B testing works



Because the winner is shown to everyone permanently, you need to ensure you're picking the right winner. The last thing you want to do is accidentally choose the wrong winner due to random noise in the conversion rates of each variation. A/B testing uses statistical significance to help ensure you are choosing the right winner and to minimize the chance of random noise causing you to choose the wrong winner.

How It Differs from the Other Approaches

You test a single idea at a time with A/B testing (e.g. the headline or the call-to-action aka CTA). In addition to learning and understanding an A/B testing solution, you need to understand how to interpret statistics in order to call a winner.

Pros

- **Enables a data-driven approach.** With A/B testing, data helps you determine which variation performs better.
- **Takes the guesswork out of marketing.** Doing A/B testing means you're doing data-driven marketing. This is likely much better than relying on intuition-driven marketing alone. That said, the two can complement each other nicely. Intuition can help drive hypotheses and creative ideas to test, and then data guides you to which idea performs best for your prospects.

Cons

- **Treats everyone the same.** A/B testing optimizes across all of your web visitors and helps you find a single global winner, which is great. However, that also means you show the winner to all visitors, even if that winner isn't the right thing to show that visitor to get them to convert. The "losing" variation(s) are the right variation(s) to show some portion of your audience, and you are missing out on that lift.
- **Only measures a single point in time.** When you run a promotion, change your ad targeting, or adjust messaging, the visitors you attract to your site may behave differently than your existing visitors. When you run an A/B test, you optimize for the visitors you have today. As your visitors change, your website will remain the same, optimized for the point in time when you ran your A/B test, quietly costing you conversions without you realizing it.
- **Leads to missed conversions.** An A/B test gathers data by serving one experience that will eventually win to 50% of your website visitors and another experience that will eventually lose to the other 50%. While your test is running, you're missing out on conversions by showing an underperforming variation half the time.
- **Usually takes too long.** Depending on the amount of traffic your website has, it's not unusual to wait weeks or even months to see results from A/B tests.
- **Usually inconclusive.** Roughly 80% of the time, marketers don't even get a result because there is no statistically significant difference in performance between the two variations they're testing. Yes, four out of five times, on average, you run a test and get nothing out of it.
- **Prevents you from optimizing for or understanding interactions between your ideas.** A/B testing will not reveal any insights about interactions between elements on a page, such as how a certain headline might impact which CTA is most effective.
- **Takes a lot of work.** Marketers using this approach typically monitor their tests every day because they want to find a winner quickly.
- **Requires marketing to ping engineering regularly.** Once marketers find a statistically significant winner, they need to ask engineering to code the winner into the base site.
- **Requires understanding statistics to do it well.** If you don't know how to interpret statistical results, you may make the wrong decision. It's easy to incorrectly call a winner or a loser. Marketers do it all the time by checking for statistical significance every day and then acting on it immediately. This is called the "early peeking problem" for most systems that use the typical fixed horizon statistics that many people learn in college.



What Is Multivariate Testing (MVT)?

What It Is

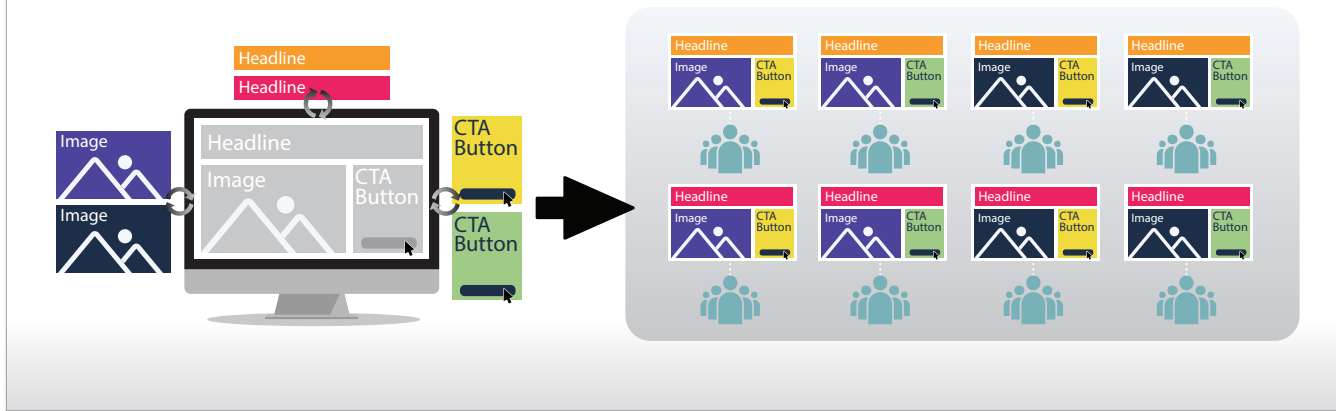
Multivariate testing (MVT) is like running multiple A/B tests in parallel. This approach uses many of the same principles as A/B testing but instead of testing one element at a time, MVT tests multiple elements simultaneously (e.g. headline, image, and CTA all at once). By doing so, MVT provides insight into how these elements interact with one another to impact conversions, which a series of A/B tests cannot do.

Similar to A/B testing, MVT helps you identify the one best version of the page to show everyone. In theory, “best version of the page” that would result from MVT will be better than the equivalent “best version of the page” that would result from running a series of A/B tests because the MVT test accounted for the interactions between the elements.

When It's Useful

This approach is best used when you want to find the single best version of a page and you believe that the interactions between different elements on a page (e.g. headline, image, and CTA) are important. You will, in theory, find a better winner than with A/B testing, although it'll take you longer to do so.

Multivariate testing



How It Works

Like the other approaches, MVT begins with you understanding your site visitors, formulating hypotheses, and coming up with ideas to test.

Just as with an A/B test, MVT randomly splits your website visitors between different versions of a web page. MVT will allocate traffic evenly among every possible combination of your ideas. For example, if you were testing 2 headlines, 2 images, and 2 CTAs, MVT would allocate traffic evenly among all 8 ($2 \times 2 \times 2$) possible combinations. In other words, each combination of headline, image, and CTA would receive 1/8th (one eighth) of the traffic.

Because you are testing many combinations, you typically need exponentially more traffic than you need with A/B testing and, therefore, exponentially more time to find a winner. You decide you've found a winning version of the page in the same way you do with A/B testing - using statistical significance.

How It Differs from the Other Approaches

You test multiple ideas simultaneously with MVT. Unlike A/B testing, this approach allows you to measure and see how different page elements interact and affect each other and which combinations of elements on a page work best.

Pros

- **Provides insight into interactions on a page.** MVT is powerful for determining which combination of elements on a page will maximize conversion, taking into account the interaction between elements.
- **Takes the guesswork out of marketing.** Like A/B testing, MVT is replacing subjective decision making with objective data, giving you more confidence as you optimize your website experience

Cons

- **Requires significant site traffic.** Testing multiple variations of different elements on a page requires exponentially more traffic than using separate A/B tests. For example, an MVT of three different page elements with two new versions of each requires the same traffic as nine individual A/B tests. As you test more variations, the traffic (and therefore the time) needed goes up exponentially.
- **Treats everyone the same.** Like A/B testing, MVT optimizes across all of your web visitors and helps you find the global winning best version of your page. In other words, you show the winner to all site visitors, even if that winner wasn't best for them individually. It's possible (even very likely) that some portion of your website visitors would respond even better to one of the "losing" page versions.
- **Burdens marketing with a lot of work.** Just as with A/B testing, marketers using multivariate testing typically monitor their tests every day, checking for statistical significance.
- **Puts more work on engineering's plate.** Similar to A/B testing, once you find a statistically significant winner, you'll need to engage engineering to code the winner into your base site.
- **Makes site traffic a bottleneck.** Just as with A/B testing, until enough traffic interacts with your site and provides insight into how a variation is performing, you won't see results.



What Is Rules-based Personalization?

What It Is

With rules-based personalization, you set up one or more rules to define what each site visitor sees on your website. Each rule is like an “if this, then that” statement. For example, “If the visitor is from a B2B SaaS company, then show them case studies from other B2B SaaS companies.” Or “if the visitor is from an e-commerce company, then show them case studies from other e-commerce companies.”

Some refer to rules-based personalization as real-time personalization because what each visitor sees is determined in real time as the page is rendered. However, the logic for rules must be set in advance rather than being determined automatically in real time based on then-current data. In that sense, rules are not real-time personalization.

When It's Useful

It makes most sense to use rules-based personalization when it's inappropriate or brand unsafe to show particular content or a specific experience to an audience. For example, if the site visitor is located in the New York area, then your site should show them New York-related content rather than Boston-related content. It would typically be a bad experience to show a New Yorker content about the Boston Red Sox, for example.

Another example is if a high-value prospect visits your site: you likely want to connect them with your sales team. If a low-value prospect visits your site, you likely want to direct them to your self-serve options.

How It Works

Like the other approaches, rules-based personalization begins with you understanding your site visitors, formulating hypotheses, thinking through strategy, and coming up with ideas to show each visitor.

Rules usually include three components:

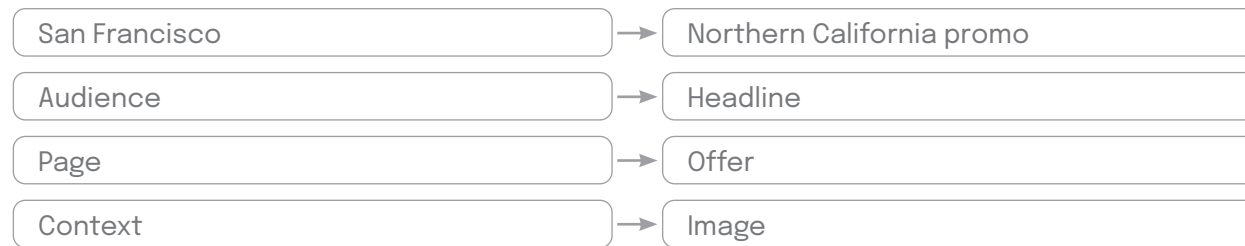
1. The audience the rule applies to (“If this...”)
2. The content or experience they’re going to see on your site (“then that...”)
3. The page or pages and context the rule applies to (“on this page”)

You can think about these logically as “Show this content to these people under these conditions.”

How rules-based personalization works

If this...

then show that...



Since you choose in advance what each audience segment sees, you need to have an idea ahead of time about which segments are going to visit your site. Then you must be able to identify each visitor by their segment when they first touch your site. To place each visitor into a segment, you may need third-party data or to infer segments based on on-site behavior.

How do you determine the right rule? Marketers often run an A/B test within a specific audience to determine the right rule. For example, a marketer may test Headline 1 vs Headline 2 for New York visitors, using an audience-limited A/B test. If the A/B test results in a winner, say it's Headline 2, then the marketer will set up a rule: “if the visitor is from New York, show them Headline 2.” This is great because it is data-driven, however this A/B test will take longer than a site-wide A/B test because it can only run on a subset of traffic (New Yorkers in this example).

How It Differs from the Other Approaches

Unlike A/B testing and MVT, rules-based personalization enables you to show a different experience to each segment of site visitors.

Pros

- **Means you don't treat all site visitors the same.** Unlike A/B testing and MVT, a rules-based personalization approach makes it possible to serve up tailored experiences to each segment of your visitors. You are only limited by the number of segments you want to manage.
- **Enables you to potentially drive meaningfully higher conversion rates.** By showing each audience segment the right experience for them, you increase the likelihood that they will convert.

Cons

- **Leads you down a rabbit hole of rule creation.** As marketers see success with rules, they often want to create more and more rules to drive higher and higher performance through better personalization. That means more rules to create and maintain. Practically, most marketers tend to top out at a few tens of rules.
- **Fails to automatically accommodate changes in audience segments and behaviors.** You can optimize by running an A/B test within each segment and then using the winner as a new rule. However, if you run new ads, change your targeting, or run a promotion, your website traffic might behave differently. Rules-based personalization will not adjust to these changes in website visitor behavior. You will need to re-run the audience-specific A/B tests to learn if the existing rule is still the best experience.
- **Takes time.** You will need time to create, test, monitor, and update a host of rules. And as just mentioned, you can run an A/B test within a rule – something many marketers wisely do. But this takes longer than A/B testing because you are running a test on a smaller audience (i.e. one segment).



What Is Continuous Conversion™?

What It Is

Continuous Conversion uses machine learning to automatically test a virtually unlimited number of variations simultaneously on the same page and decide which combination of these variations to show each unique visitor in order to maximize conversions. Continuous Conversion also automatically adjusts the page experience over time as visitor mix or visitor behavior changes (i.e. when you run a promotion or change ad targeting).

When It's Useful

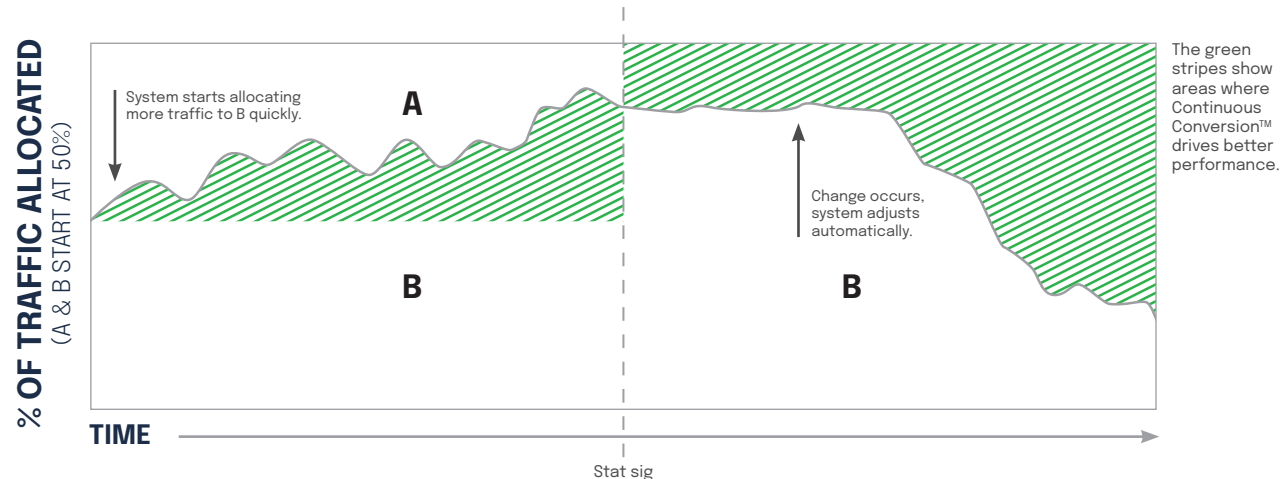
Continuous Conversion is best when you want to deliver the most relevant page experience to each unique site visitor in real time and are okay with each visitor having their own experience. For most marketers, Continuous Conversion is extra helpful when running promotions, changing messages, updating ad targeting, and reacting to competitors' marketing efforts... because their visitor mix and visitor behaviors will change over time.

How It Works

Like the other approaches, Continuous Conversion begins with you understanding the prospective customers who are visiting your site, formulating a hypothesis on how to creatively move them through your funnel, and coming up with ideas to test. Continuous Conversion then automatically delivers the best-performing experiences to each visitor.

As Continuous Conversion runs, it learns which experiences are driving more conversions and automatically amplifies your winning ideas by showing them more often. At the same time, Continuous Conversion protects you from your losing ideas by automatically starving them of traffic.

Continuous Conversion™ begins optimizing quickly and adjusts automatically to changes in audience behavior



How It Differs from the Other Approaches

Continuous Conversion starts optimizing in minutes and hours, long before A/B testing or MVT would help you make a decision. Over time, you can see which of your variations are the best performers and which resonate with different segments of your audience... and Continuous Conversion will automatically show those high-performing variations more often all along the way.

As your visitors behave differently over time, the right experience to show them changes too. Continuous Conversion adjusts automatically to deliver the best-performing experience at that moment in time. This is unlike A/B testing and MVT, which pick a winner once and stick with that winner forever regardless of how your website visitors' behavior changes over time. It's also unlike rules-based personalization, which chooses a single winning experience to show everyone within a segment of visitors.

Continuous Conversion can feel like having a machine auto-generate a rule for each unique visitor and automatically update that rule every few minutes. That's typically not what's happening under the surface, but that's a fair way to think about it.

Pros

- **Enables you to easily test multiple ideas.** Like with MVT, you can test many ideas simultaneously. But unlike MVT, you don't need exponentially longer to test these combinations.
- **Achieves faster results.** With Continuous Conversion, you can test a virtually unlimited number of variations in parallel and can start seeing meaningful results in hours and days instead of weeks and months as with A/B testing and MVT.
- **Allows you to stop/restart tests and add/remove variations at any time.** Unlike A/B testing and MVT, with Continuous Conversion you can stop/restart tests or add or remove variations at any time - without waiting for existing tests to finish and without resetting all of your learning.
- **Frees you from statistical complexity.** Unlike A/B testing, Continuous Conversion doesn't require you to learn stats or check the tests every day. You can set it and forget it while optimization happens automatically in the background, if you choose. You can optionally monitor statistical significance if you want so that you can use the winning ideas in your other marketing channels, like ads, emails, or direct mail.
- **Automates personalization.** Rather than spend time managing large sets of rules, machine learning automatically personalizes your site for each visitor, showing the combination of variations on a page that is most likely to get a particular visitor to convert.
- **Adjusts to your audience.** With Continuous Conversion, your site dynamically adjusts to changes in visitor behavior automatically and as those behaviors change over time. Further, Continuous Conversion considers who each visitor is and which actions they've previously taken, in order to identify where they're at in the buyer journey and provide the most relevant experience for that point in time.
- **Frees your time.** Machine learning automates much of the rote work of testing, freeing you up to focus more of your time on better understanding your prospects and devising creative ideas to convert them into customers.

- **Plays nicely with rules.** You can pair Continuous Conversion with rules to set boundaries on which experience(s) should be shown. Continuous Conversion then automatically optimizes within those boundaries. For instance, you might set a rule to only show a “welcome back” promotion to all return visitors to your site. Within that rule, you could use Continuous Conversion to optimize which of five different “welcome back” headlines to show each returning visitor.
- **Re-allocates traffic automatically in your favor.** Continuous Conversion automatically allocates and re-allocates traffic to the experiences driving the most conversions and away from experiences that are performing poorly. It amplifies your good ideas, and it protects you from your bad ideas by starving them of traffic.
- **Helps you maximize your investment in other data sources.** Continuous Conversion can use first- and third-party data to better optimize your site. This in turn helps you derive more value from your existing marketing stack and other investments. For example, if you’re a B2B marketer doing predictive lead scoring, Continuous Conversion can use this data to better personalize your website for high- and low-score prospects. You could, for example, direct higher score leads to talk to sales and lower score leads to a self-serve sign-up.

Cons

- **Requires you to generate ideas.** Just as with all optimization approaches, you must understand your audience and develop creative ideas to move them further down your funnel to conversion.
- **Puts more responsibility on other teams to review content quickly.** If you are in a regulated industry, you may need your legal team to approve each variation. That’s not a change from what you do today; however, Continuous Conversion enables you to test so much more quickly that you may end up asking for a lot more of the legal team’s time.

At a Glance: Comparing Optimization Approaches

	A/B Testing	Multivariate Testing (MVT)	Rules-based Personalization	Continuous Conversion™
Speed	Takes weeks/months to get an answer	Exponentially slower than A/B testing	Slower than A/B testing	Exponentially faster than A/B testing
Number of ideas tested at once	1	Typically 10s of combinations	Typically 1 per segment	78 million combinations on average*
Precision of the experience	Same page experience for all visitors	Same page experience for all visitors	Same page experience for all visitors within each segment	Unique page experience for each site visitor
Duration of result	Same result forever	Same result forever	Same result forever	Dynamically updates every few minutes as website visitor behavior changes
% of tests that show lift	10-30%**	Unknown	10-30%**	88% of campaigns show lift*

*Aggregate across Intellimize customers; **Conversion Guides

Questions to Ask in the Buying Process

Questions to Ask Yourself Before the Buying Process

Now that you better understand the various website conversion optimization approaches, you're almost ready to start exploring solutions and contacting vendors. But before you do, we strongly suggest that you take a hard look at your audience and current optimization efforts and ask yourself the following questions:

1

What's your testing velocity?

If you currently optimize your site, ask yourself how many tests you run in a week or a month. If you were able to significantly increase that number, how would it impact your business? With A/B testing and MVT, most teams are traffic limited and unable to test all of their ideas at once. This leads to a lot of time wasted waiting for tests to run and prioritizing a backlog of test ideas. What if you could test all of your ideas at once, driving more conversions and learnings sooner?

2

Is your audience homogeneous and will it stay that way?

Hint: The answer is most likely no. People are all different, and their behaviors, preferences, and needs change over time – and your website should be relevant to each person and adapt to each person as they change over time. To assume your audience is homogeneous and stays the same would be like saying the average shoe size for men in the US is 10 ½, so you're only going to offer size 10 ½ shoes to all men in the US from infancy through old age. That sounds silly, but it's what you're doing on your website if you believe everyone in your audience has the same needs and behaviors and that these never change. Find a solution that can identify and adapt to changes in visitor behaviors over time.

3

Do your website visitors behave the same today as they did a month or a year ago?

If you said yes, we'll ask "Really? Have you changed your ad targeting, tried different messaging, or run a promotion in the last year? Your visitors would react differently to such things." Are you able to see those changes in visitor behavior as they occur? Are you able to react to those changes in behavior as they occur? What effort does that involve? If you could automatically adjust to each unique visitor's behavior in real time, what would that do for your website's conversion rate?

4

Are you delivering the right experiences to each individual site visitor?

What would it take for you to do that, and what would that give you in terms of conversion rate lift? If it's hard to imagine doing this, think about how you advertise with third parties like Google and Facebook. You provide them with multiple ads and they automatically show the right one to each ad viewer, automatically showing the high-performing ads more often and protecting you by showing the low-performing ads less often. At the same time, Google and Facebook optimize for a goal you choose. You're likely used to this approach in your ads. Just think - what would it mean to your business to enable the same level of real-time optimization and personalization on your website?

Questions to Ask Prospective Vendors During the Buying Process

Now that you have done some self-reflection, you have a better understanding of the current state of your website conversion optimization efforts and how you're looking to improve. With these insights, you are more aware and prepared to go into sales discussions with prospective vendors. Here are questions to consider asking vendors:

1

Which of the optimization approaches do you enable?

As you've read earlier in this guide, not all approaches are created equal, and different approaches are useful in different situations. Make sure you know what you're getting with each vendor. By understanding how the vendor classifies their solution, you can ask relevant questions and ensure that their solution will work for you as expected and reflects all of the "pros" we outlined earlier in this guide.

2

After your solution picks a winning variation, whom does this winner apply to: everyone, a segment of visitors, or a unique individual visitor?

Optimizing for a segment is likely to deliver more conversions than optimizing across everyone. And optimizing per visitor is likely to deliver more conversions than optimizing for a few segments.

3

After your solution picks a winning variation, how long will this winner be the best one to show my audience?

If you're changing ad targeting, testing messaging, or running promos, the right variation to show may actually change over time. Will your system rerun an A/B test and/or adjust automatically to changes in visitor behavior over time? Most systems pick a winner and that's the winner, period, forever, regardless of whether or not your visitors behave differently. Ideally, you want a system that will automatically adjust to changes in visitor behavior by showing the then-current winner... and updating in real time.

4

How long will it take me to find a winning variation compared with A/B testing?

Finding a winner sooner means that you will drive more conversions sooner. A/B testing is a good benchmark to use. Ideally, you want a solution that will find winners faster than A/B testing.

5

What do I need to do when I find a winner?

The typical answer is that you need to involve engineering to code the winning variation into your website. This is expected. If you can find a solution that will take care of promoting winners automatically, you save time and can focus more energy on driving more conversions.

6

Which data can I use to personalize my website?

The ideal answer is that you can use any data you want from any source you want. Some vendors tout proprietary data. That data may actually be great. However, it may also limit you to only using their data rather than other data you've already invested in or want to invest in. Bonus points for a solution that can automatically figure out if the data you share is important or not in predicting what to show each visitor and automatically weight the data accordingly!

7

Do you use fixed horizon or sequential stats?

Most marketers or conversion rate optimizers check for statistical significance almost every day. If your solution uses fixed horizon stats, which is the norm, you may very well be making the wrong decision. This is called the “early peeking problem,” and it happens when statistical significance appears high but will then settle down and be low. If your vendor is using sequential stats, it’s okay to look at any time. Both types of statistics are valid, academically rigorous approaches, but only sequential stats makes it okay to check for statistical significance anytime. Most people ignore this and, as a result, inadvertently make more bad calls than they realize.

8

Does your solution use machine learning? If so, what in the solution are you using the ML for?

Many vendors claim to use machine learning when in fact they are not. Most often, they are claiming that “if this, then that” rules are machine learning. Don’t just fall for buzzwords and take the vendor’s word for it. Instead, investigate by first asking what their machine learning does. What problem are they applying it towards? For example, if they are using machine learning to reach statistical significance on an A/B test faster, that’s great... but it still leaves you treating every visitor the same forever.

Some solutions use machine learning to optimize directly for conversions, while others use machine learning to recommend rules, highlight meaningful audiences, or reach statistical significance sooner – all of which leave the optimization work to you.

9

If your solution uses machine learning, how does it learn?

Ask whether their solution learns and improves on its own over time. Often this will expose vendors who are only using “if this, then that” rules because they are static of time. This can also expose systems that are actually manual on the back end, with a highly paid data scientist manually tuning a machine learning model every few months. The vendor should be able to clearly explain what form of machine learning they use and what, exactly, it is doing.

10

If your solution uses machine learning, how often is the model updated?

You want to hear that the model is updated regularly – ideally continuously. You want your visitors' behavior to impact what your visitor sees in real time. Some vendors will say their machine learning updates itself. But when you dig in you learn that, in fact, they rely on smart data scientists manually training their machine learning models every few months rather than in real time.

11

If your solution uses machine learning, how transparent is the system?

You want to be able to see all the decisions the machine learning is making. Can you integrate the machine learning's decisions with your own analytics system, enabling you to audit the results, do longitudinal analysis, and more in a familiar system? This transparency can give you and your stakeholders confidence that the machine learning is making good decisions.

Look for systems that transparently report every decision they make. Ideally, you will see impression-by-impression details on which variations were shown to each individual visitor. This allows you to ensure that the system is working as you expect and can help you identify opportunities across your customer base.

12

If your solution uses machine learning, which stats do I need to know?

Don't believe the myth that you need to understand even more statistics to use a machine learning-based optimization solution. A well-designed solution will manage the statistics for you and take action automatically, while sharing all the stats with you every step of the way so you can dive deeper when you want. Your stats burden should be less, not more.

Conclusion: What's the Best Choice for Your Business?

Before you think about optimizing conversions on your website, think about how much energy and resources you invest in paid ads, email, and promotions. If you're like most marketers, you target the right people at the right time with the right message through these tactics to facilitate their movement through your funnel. But you then treat each prospect the same once they land on your site in response to your ad, email, or promotion. Simply put, you're not capitalizing on all your hard work and investments in optimized outbound channels. You're not prioritizing your website as you do your other channels, even though it's where all your other channels drive people to.

Your website is arguably your biggest marketing channel and should be treated as such. By implementing the right website conversion optimization approach, you can drive higher ROI from your other marketing channels and make your website do its job: convert prospects into customers.

Continuous Conversion empowers you to deliver highly responsive, highly individualized website experiences in the moment so you can convert at scale, just as you do with your paid ads today. This approach automatically adjusts to changes in your audience, market, products, promotions, and visitor behavior over time. Consider how this has worked for high-growth companies Drift, Sumo Logic, and Snowflake:

DRIFT

In two quarters, Drift drove a [322% lift in leads to sales](#) as a result of automatically testing 25,000 different versions of one of their key web pages

sumo logic

Sumo Logic drove a [53% lift in free trial conversions](#) by transitioning from A/B testing to Continuous Conversion. In 9 months, they tested 258 variations, meaning they were optimizing across more than 1 billion page versions simultaneously

snowflake

Snowflake's ABM team achieved a [60% lift in landing page conversions and a 49% lift in meetings booked](#) with target accounts

With Continuous Conversion, you can achieve better results faster and with less work. While many vendors support A/B testing, multivariate testing, and rules-based personalization, only Intellimize enables Continuous Conversion. If you're interested in learning how Continuous Conversion can work for you, [request a demo](#) of Intellimize today.