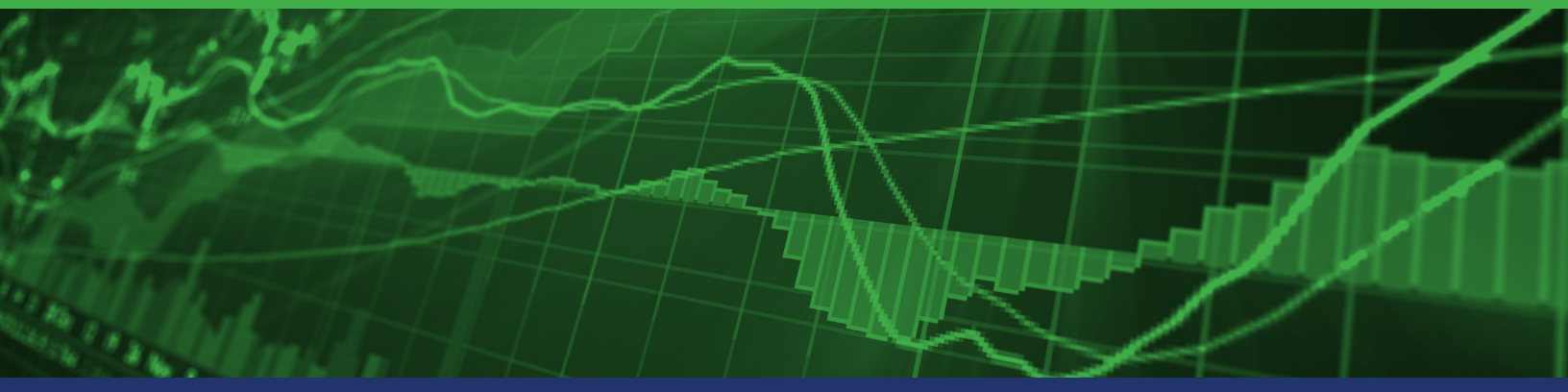


IT Free Conversion Rate Optimization



Virtual Enabling Method (US Patent #: 7,779,161)

About Virtual Enabling

Virtual Enabling is HiConversion's proprietary method of providing conversion rate optimization without requiring programming changes to e-commerce source code. The foundation of this method is the ability to map, or virtualize, user-defined selections in the web browser to corresponding areas in either the client code, proxy server or the server code associated with a given web page rendered in the browser. By using this mapping information, the optimization system is then capable of providing variable content delivery, visitor tracking, and other optimization functions.

Features

Our Virtual Enabling method encompasses a broad spectrum of available optimization options:

Rich Content: Experimentation with any type of static or dynamic content is enabled, including audio and video files as well as AJAX and Flash-based applications. Additionally, all markup languages (e.g. HTML, WML), style sheets (CSS), or scripting languages (e.g. JavaScript) are handled without issue.

Multi-Element Content: simultaneous changes of multiple content elements can be made at the same time.

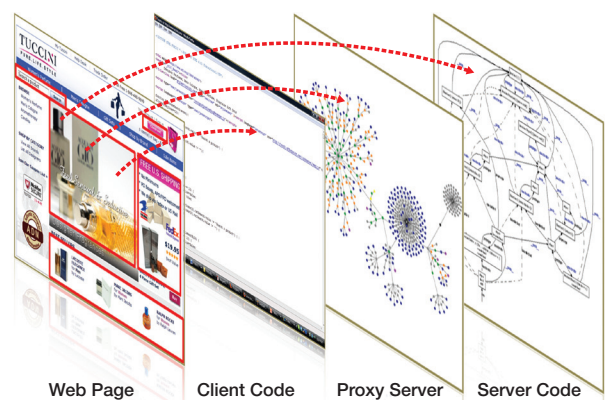
Multi-Layout: Virtual Enabling features the ability to dramatically change the layout of a page by moving elements around or adding new content.

Virtual Tracking: Virtual Enabling facilitates the ability to track visitor behavior on the optimization page or other pages, including cross-domain pages.

Benefits

The Virtual Enabling method dramatically simplifies the conversion rate optimization process, making it possible for any e-commerce merchant to 'squeeze' more revenues from their existing web traffic:

- ▷ No dependency on the availability of IT resources
- ▷ Enables optimization of any e-commerce platform, regardless of technology platform used
- ▷ Shortens the optimization project timeline by minimizing project management steps and complexity
- ▷ Removes the need for physical implementation of the optimization results – the client can force virtual delivery of any content combination



Requirements

Web browser content delivery implementation of the Virtual Enabling method requires the cut-and-paste insertion of two small JavaScript page tags in the web page source code. The scripts are the same for all pages and they have to be inserted only once for all future optimization needs.