



## IT Free Conversion Rate Optimization Toolbox

### About the Management Console

The Management Console enables end-user control of the e-Optimizer™ solution. This is a user-friendly web application that enables AMVO experiment provisioning, data analysis, process control and reporting.

### Main Screens

The Management Console is organized by functional area:

**Dashboard:** This at-a-glance screen enables direct access to a snapshot of the active optimization experiments.

**Control Panel:** As the name implies, the panel enables end-users to create new, pause current or re-start past optimization instances. In addition, a user can elect to virtually implement a page combination.

**Content Editor:** The essence of the Virtual Enabling method is the ability for the end-user to simply point-and-click in order to select the area of a live web page that will participate in the optimization experiment or to provision conversion goals. The rich text editor provides the unique capability to create variable content on the spot for selected page areas.

**Data Analysis:** The results of each optimization experiment are processed to produce a visual analysis detailing the contribution of different variable elements to the overall conversion rate increase.

**Status Report:** e-Optimizer™ is a real-time optimization solution which enables continuous insights into the status of the optimization process at all times. This screen enables a comparison of the optimization experiment (e.g. all different versions of the page that were presented to visitors) against the control (e.g. the existing web page).

**ROI Tracking:** The ROI reporting function is designed to provide the end-user with performance details including the exact revenues generated and ROI realized from the moment they turned on the e-Optimizer™

### Benefits

The main benefits of the management console revolve around ease of use and deep data analysis:

- ▷ **IT Free Use** – The Visual Content Editor and Control Panel enable virtual optimization setup and control without needing to make any programming changes to the existing website infrastructure
- ▷ **Process Control** – The end-user is always in control of his own infrastructure throughout the optimization process, including the ability to make direct web content changes
- ▷ **Data Insight** – Achieving higher conversion rates is a very important direct benefit of the conversion rate optimization process, but the delivery of deep data insights into the ‘whys’ of consumer behavior could be even more important on a strategic basis
- ▷ **ROI Tracking** – e-Optimizer™ is all about delivering bottom line results; our ROI reporting screen provides direct insights into the value of your specific optimization engagement

