



## The Science of Converting Browsers into Buyers

### About e-Optimizer™

e-Optimizer™ is the game changing conversion rate optimization solution that delivers unmatched power to increase the effectiveness of your e-commerce site and to produce more revenues from your existing web traffic. Built on the foundation of mathematical modeling and adaptive multivariate optimization (AMVO) technology, e-Optimizer™ eliminates guesswork and the risk of optimization associated with traditional multivariate testing (MVT) solutions. This next generation tool has been built on a rigorous scientific foundation that was designed to deliver quick and predictable results while continually adapting to web visitor behavior.

### Main Modules

e-Optimizer™ is the total conversion rate optimization solution that provides everything you need in order to maximize your e-commerce conversion rates:

**Virtual Enabling:** Our patented technology dramatically simplifies integration and ongoing use of the conversion rate optimization solution.

**AMVO Engine:** Our Adaptive Multivariate Optimization (AMVO) engine leverages self-learning algorithms to adapt in real-time to web visitor preferences and to automatically converge toward the best performing page combinations.

**Management Console:** This is a user-friendly web application that enables AMVO experiment provisioning, data analysis, process control and reporting.

**World-Class SaaS Infrastructure:** e-Optimizer™ is delivered as a SaaS application via a cloud computing-based optimization infrastructure that is architected for high performance, redundancy, robustness, and security.

**Client Services:** Our team of optimization experts will guide you through every aspect of the conversion rate optimization process. HiConversion's total solution services include Website Analysis, Copywriting, Creative Design, Web Development, Project Management and Technical Support.

### Benefits

e-Optimizer™ is all about delivering performance and creating unmatched customer value:

- ▷ **Predictable Results** – AMVO has the power to consistently produce positive results
- ▷ **Speed** – real-time allocation of traffic on winning page combinations produces results 10x to 100x faster than a traditional MVT solution
- ▷ **No-Risk** – we eliminate the risk of optimization through our ability to lift conversion rates after a very brief learning period
- ▷ **Customer Knowledge** – analytical reports will help you to better understand what works and what doesn't with your page designs and web traffic
- ▷ **Lowest TCO** – our e-Optimizer™ solution boasts the industry's lowest total cost of ownership based upon a combination of competitive pricing and the elimination of optimization risk; the latter is the risk of revenue loss that is inherent in other solutions as a result of their lengthy optimization cycles