

## Personalization and Targeting

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### Discover and Target Compelling Audience Segments

To increase customer acquisition and boost your conversion rate, you've got to deliver the right experience to the right audience. The SiteSpect Digital Optimization Platform gives you the personalization and targeting capabilities you need to maximize the impact of your marketing spend. SiteSpect helps you discover segments, develop targeted experiments, and deliver personalized experiences to specific audiences. Brands that use SiteSpect drive higher conversion rates and run more engaging, personalized customer campaigns.



**Find out which audience segments to test**



**Find out which elements influence segment behavior**



**Present the most relevant experience for each audience segment**

### Segment Discovery

SiteSpect's patented technology lets you find out which visitors to assign to your tests by leveraging behavioral and contextual attributes. SiteSpect helps you discover and reveal new segments of your audience and then rank them by significance. Examine trend lines to gauge which segments are growing or shrinking, and decide if the audience is large enough to warrant a specific targeted experience.








### Targeted Experiments

Target an experiment to a specific segment or auto-optimize any test on a per segment basis. For each segment, learn what elements achieve the biggest improvements to your conversion rate. SiteSpect's auto-optimization feature analyzes campaigns automatically, and promotes individual variations to improve the overall user experience. The algorithm adjusts and re-adjusts the user experience based on a weighted analysis of recently-observed user behavior.

## Personalized Experiences

After you discover your top segments and know what influences them, you can deliver personalized experiences based on a number of behavioral and visitor-specific criteria. You can also identify subsets of visitors within a Campaign that show similar attributes or behaviors.

The following criteria help you deliver personalized content:

Criteria	Example
 <b>Behavior:</b> past and in-session browsing activities	Show a special offer to users who viewed or purchased specific products or added a product to their cart but did not complete a purchase.
 <b>Context:</b> referring site, search engine, search terms, paid versus organic, and landing page	Personalize landing-page content based on referring search engine, keywords, or text ad copy.
 <b>RFM:</b> recency, frequency, and monetary value of visitor	Reward frequent or high-value visitors with personalized content or loyalty perks.
 <b>Mobile:</b> laptop, smartphone, or tablet	Tailor the web experience for each visitor based on the type of device, browser type, or screen size dimensions.
 <b>Geolocation:</b> specific country, state, city, or zip code	Provide an experience to visitors coming from a specific country, state, city, or zip code.
 <b>Language</b>	Localize core navigation or promotional elements based on the visitor's language. Test quality of translation engines based on the visitor's language.
 <b>Browser and Operating System</b>	Target the sale of related applications or services specific to Macs versus Windows.

## About SiteSpect

SiteSpect is leading the advancement of testing, targeting, and personalization software that empowers the world's most successful digital businesses to drive revenue growth, deepen customer engagement, and sharpen their competitive edge. Only the SiteSpect Digital Optimization Platform enables customers to test the entire user experience, from the front-end "look and feel" to the back-end functionality, and centrally manage those tests across channels, product lines, and business units. SiteSpect's patented technology and professional services are used by top digital companies such as Wal-Mart, Target, Eddie Bauer, Urban Outfitters, Wayfair, Trulia, Overstock.com, and leading financial services and media companies.