SLI Conversion Optimizer

A/B and Multivariate Testing for Site Search and Navigation

Combination 1

SEARCH

12%
HIGHER CONVERSION RATE

Position of the Search Box

Combination 2

SEARCH

4%
HIGHER CONVERSION RATE

Refinement Options

Search Results Format
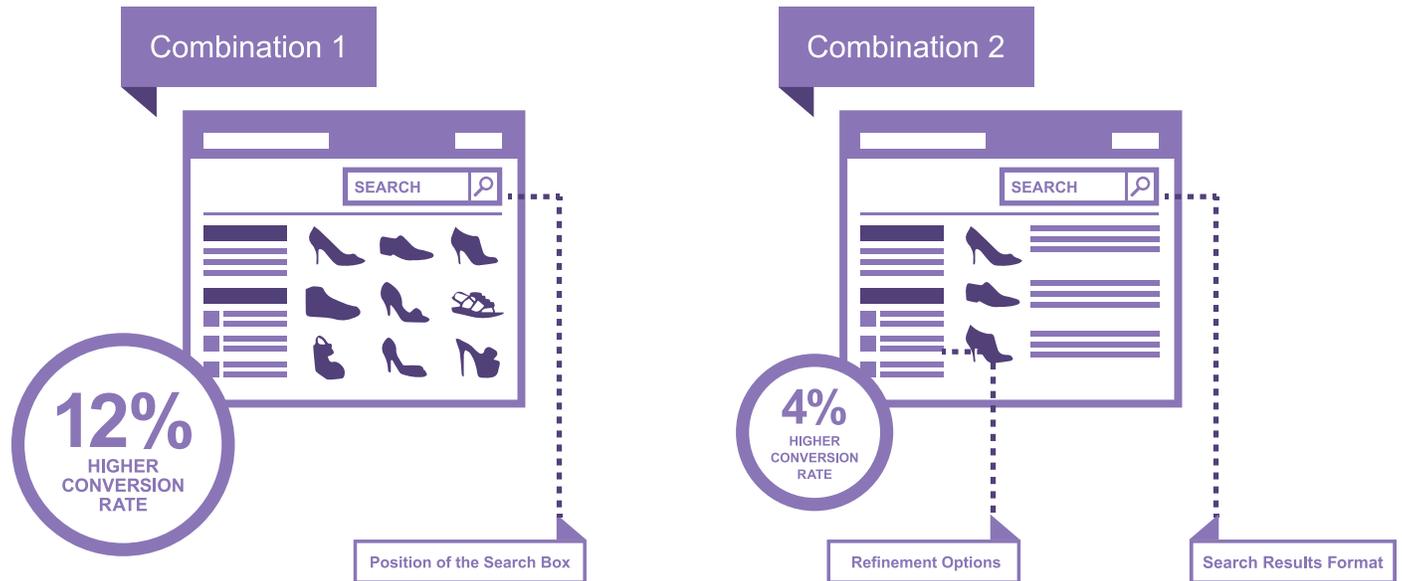
Key Features

- Easy-to-conduct A/B and multivariate tests

- No complex site coding or tagging required

- Ability to control tests and variations with one click

- Trackable results through the SLI Merchandising and Reporting Console

- Measurement by customer value or conversion rate

- Near-real-time reporting

- Support from SLI experts

Key Benefits

Fast, actionable results

Increased e-commerce sales
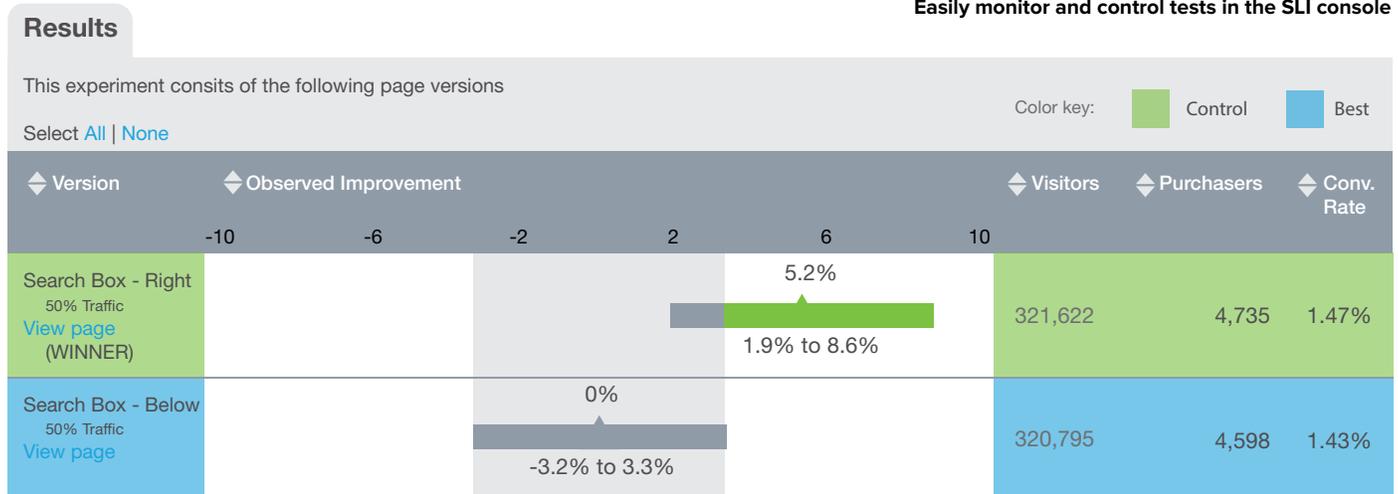
Improved conversion rate

Higher per-visit value

A/B and multivariate testing provides valuable data indicating how users shop on your site. You can use this data to make specific improvements that increase your site's overall usability and conversions. It can be time-consuming to set up and conduct these tests, however, and the data on search and navigation pages can be difficult to evaluate. To provide online retailers with A/B and multivariate testing without the workload or guesswork, SLI Systems offers Conversion Optimizer™.

Conversion Optimizer™ allows you to quickly and easily run tests, view results and control which variations are tested. Our team of experts are here to help every step of the way while you effortlessly gain insight into visitor activity. The result is evidence of how to adjust your site search and navigation experience to better meet your customers' needs, expectations and preferences.

Now that's a good search result.

Testing Can Be Time Consuming – But Not With SLI

Results

This experiment consits of the following page versions

Select All | None

Color key: █ Control █ Best

Version	Observed Improvement						Visitors	Purchasers	Conv. Rate
	-10	-6	-2	2	6	10			
Search Box - Right 50% Traffic View page (WINNER)					5.2% 1.9% to 8.6%		321,622	4,735	1.47%
Search Box - Below 50% Traffic View page			0% -3.2% to 3.3%				320,795	4,598	1.43%

With Conversion Optimizer, you can test variations in site design, formatting and layout to see how the changes impact visitor activity. Conversion Optimizer also allows you to test different ranking algorithms against each other and see which SLI Learning Recommendations™ strategies work best on your SLI Learning Search™ and SLI Learning Navigation™ pages.

As with all SLI site search and site navigation solutions, we handle the heavy lifting so you can focus on your business. Your SLI Customer Success Manager works with you to define the features and options you want to test, as well as how many site visitors will view each page variation. They coordinate with the SLI engineering team to establish the testing parameters and set up all test components. You can then review the different testing variations.

All of the controls available for Conversion Optimizer are integrated into the same SLI Merchandising and Reporting Console that you use for controlling and assessing your search, navigation and mobile experiences. You have control over the tests performed, without complex configuration steps. You can stop any testing variation or even an entire test, at any time.

In addition to these user-friendly controls, you have access to reporting that presents actionable data within minutes of activity occurring on your website.

Share Strategies with Your Team

Conversion Optimizer makes it easy to capture and share insights from a specific test with others on your team. In these easy-to-understand reports you can find out instantly how each page variation is performing and add notes explaining which variations were tested successfully and why certain variations were not successful.

Cloud Service Done Right

SLI offers a redundant architecture that helps protect you from hardware or other service failures. This costs you nothing and is part of our effort to continuously offer the best service possible. Furthermore, as a hosted service we can readily scale to meet the needs of your site during peak shopping seasons.

About SLI Systems

SLI Systems enables the world's leading e-commerce retailers to increase sales by connecting shoppers with the products they're most likely to buy. With proven search technology that learns from the activity of real site visitors, SLI delivers SaaS-based site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth.

To learn more visit sli-systems.com, sli-systems.com.au or sli-systems.co.uk.