

AN OFFERMATICA CUSTOMER SUCCESS STORY

Magazines.com Subscribes to On-Site Behavioral Targeting

Magazines.com, the leading online magazine subscription destination, partnered with OTTO Digital, the online industry's first optimization agency, to improve their visitor site experience. Using Offermatica's technology platform, Magazines.com and OTTO planned a number of A/B and multivariate tests to determine which page layout performed most effectively. Knowing that segments of customers respond differently to each test, the Magazines.com team also used Offermatica to deliver content targeted to these specific groups. "When specifying our testing and optimization goals, we had always planned to move toward delivering personalized content to different types of people who visit our site. We just wanted an easy way to do it," said Erick Goss, VP of Marketing at Magazines.com. "With Offermatica, we have one platform used by marketers for both testing and targeted content."

Magazines.com, running dozens of campaigns, tapped Offermatica for site testing but also looked to the same solution vendor for visitor segmentation and content targeting to deliver the best experiences. For example, the Magazines.com team recently ran a multivariate test on their home page involving six different elements with two different alternatives for each element.

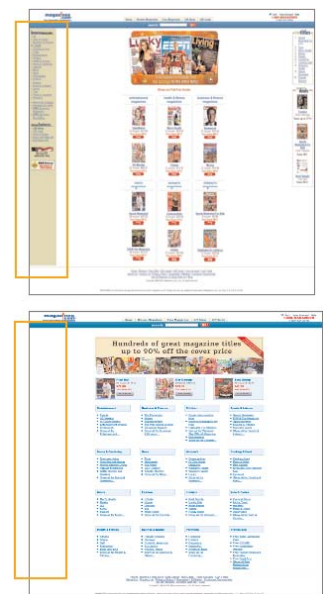
HEADLINE OFFERS



PRODUCT CALLOUT



NAVIGATION BAR



They wanted to compare results for all visitors against the results for people who tended to be interested in either exclusively the men or women's categories. It came as no surprise to the team that visitors in these segments preferred different layouts. What was surprising though was how different the best performing layouts were from each other.

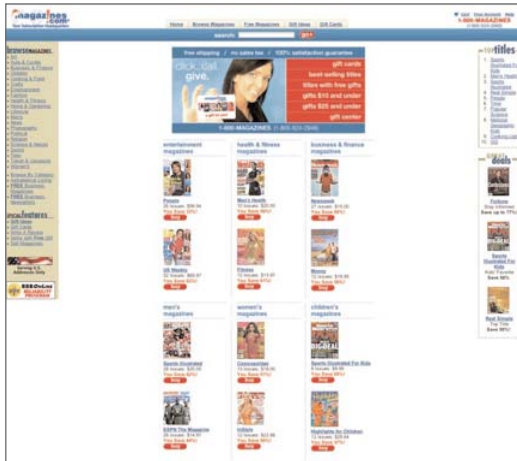
Visitors who had an affinity towards men's magazine titles responded best to an experience that looked very much like the preference of Magazine.com's general

Magazines.com's multivariate (MVT) campaign tested different elements for the best-performing page layout, including an added left-handed navigation bar (above), headline offers, and product callouts (left).



traffic. But the layout preferred by those visitors who leaned towards women's magazine titles was radically different and resulted in a 51.6 percent lift in revenue-per-visitor over the original home page. People in the women's segment preferred a home page without the standard left-hand category list.

MEN'S CATEGORY PAGE WINNER



WOMEN'S CATEGORY PAGE WINNER



"SHOW 'EM WHAT THEY WANT TO SEE!" That was the message Magazines.com's marketing team learned from their different visitor segments. The page layout that women category visitors preferred was a radical departure from the page male category visitors preferred, with proof in a 51 percent lift in conversion.

"We have a lot of information and ideas about how people interact on our site," Goss explained. "With OTTO's direction on how to leverage Offermatica, we can now quickly create different visitor segments, deliver different site experiences, and put our ideas, literally, to the test."

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ERICK GOSS
VP MARKETING
MAGAZINES.COM

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