

Multivariate Testing (MVT)

MVT = Actionable Insights

Retailers can now test the impact of specific changes to their site recommendations and website elements with multivariate testing. Monitor and measure the impact of different recommendation strategies or page layouts on a range of customer segments - and view results immediately. MVT is automatically included as part of your RichRecs instrumentation through RichRelevance; there is no need to purchase testing software from other vendors!

Prove What Your Gut Is Already Telling You

MVT is a reliable and scientific method that helps retailers optimize (and justify!) their merchandising decisions by testing personalization changes against customer traffic. MVT quickly and easily identifies which variation has the most positive effect on retailers' KPIs and displays the results within hours of the test going live.

Knowledge Is Power

MVT empowers you to test the following items:

- Merchandising rules within recommendations
- Location of one or more RichRelevance recommendation carousels on one or more page
- Number of placements on a page
- All RichRelevance recommendations against no recommendations
- Creative elements (e.g., whether inserting an "add to cart" button increases conversion)

In coordination with RichRelevance, additional page elements outside of personalization can also be tested.

DID YOU KNOW?

An **IR Top-25** wholesaler used RichRecs MVT to test site-wide a merchandising rule: only recommended products that are priced higher than the product being viewed.

THE RESULT:

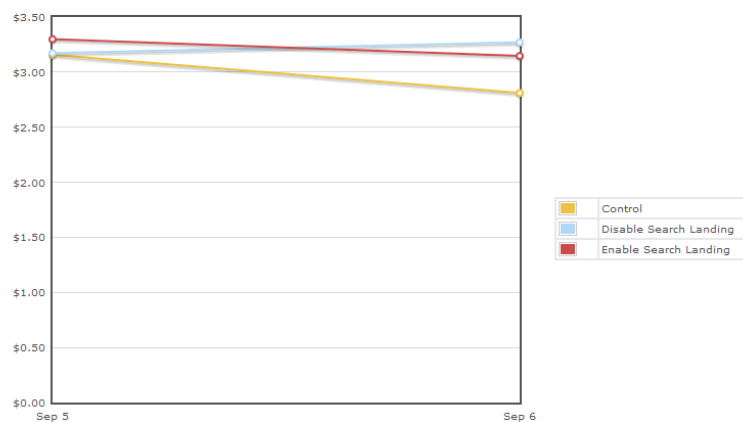
8.5% revenue lift

Giving You Complete Control

As with every RichRelevance product, MVT provides an intuitive hands-on dashboard, giving retailers easy access to MVT performance data and test results. The MVT dashboard displays daily reports on KPIs—click-through rate, conversion rate, total revenue, revenue per session and average order value - giving you full transparency to make the changes necessary to drive the metrics you value most.

Performance data and test results at your fingertips

Choose Metric: Revenue per session ▾



Cumulative Results

Report period: 09/05/2012 to 09/06/2012

	Disable Search Landing	Enable Search Landing	Control
Effective Traffic Split	37.64%	37.53%	21.65%
Sessions	530,858	529,313	305,360
Revenue	\$1,699,977.74	\$1,720,689.24	\$919,918.12
Orders	18,956	18,776	10,417
Revenue per session	\$3.20 (6.3%)	\$3.25 (7.9%)	\$3.01
Average order size	\$89.68 (1.6%)	\$91.64 (3.8%)	\$88.31
Click-through rate	7.96% (-1.5%)	8.01% (-0.8%)	8.08%
Conversion rate	3.57% (4.7%)	3.55% (4.0%)	3.41%

MVT DASHBOARD

powered by the
enRICH[®]
 personalization engine

© 2012 RichRelevance, Inc. All Rights Reserved.

Email:

richrecs@richrelevance.com

Tel:

+1 415.956.1947

richrelevance

www.richrelevance.com

CONTACT