



SUMMER 2020  
Customer Success Report

# A/B Testing Software Category



## A|B Testing Software Category

Testing and personalization solutions test versions of digital experiences and web pages to promote the best results. Web developers and marketers utilize A/B testing products to deploy various versions of digital content, like images or calls to action, and monitor which is more effective in converting visitors. You can combine performance results with segmentation data like the site visitor's age or whether they came via search or social media to individualize experiences to each website visitor.

Marketers utilize A/B testing software to enhance conversion rates and interact more closely with visitors that engage their brands on the web. Testing and personalization systems are deployed atop web content management platforms and web development infrastructure, and they integrate with heat maps and digital analytics applications to monitor visitor behavior.



# Customer Success Report

## Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

### CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

### MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

### COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

### Award Levels



#### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



#### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



#### RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



## 2020 Customer Success Awards

Check out this list of the highest rated A/B Testing Software based on the FeaturedCustomers Customer Success Report.



### MARKET LEADERS

**AB Tasty**



Adobe Target

**dynamic yield**

**mixpanel**

**monetate™**

**Optimizely**



**Qubit.**

**unbounce**

**VWO**



### TOP PERFORMERS

**DECIBEL.**

**salesforce** interaction studio

**Instapage**

**Kameleoon**

**Leadpages**

**SITESPECT**

**split**

**swrve**



### RISING STARS

**APPTIMIZE**  
AN AIRSHIP COMPANY

**convert**

**EVOLV**

**OMNICONVERT**

\* Companies listed in alphabetical order



OVERALL BEST

# A/B Testing Software





218  
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT OPTIMIZELY



Optimizely is the world's leading experience optimization platform, providing website and mobile A/B testing and personalization for the world's leading brands. The platform's ease of use and speed of deployment empowers organizations to conceive and run experiments that help them make better data-inspired decisions. Optimizely meets the diverse needs of thousands of customers worldwide looking to deliver connected experiences to their audiences across channels. To date, those customers have created and delivered more than 30 billion optimized visitor experiences.

## Featured Testimonials

“We're a pretty heavy testing company. We use Optimizely for a lot of the heavy lifting. It's ideal because we can really get velocity and turn results around in a short amount of time.”



RYAN HUTCHINGS  
DIRECTOR, ONLINE MARKETING, VACATIONROOST

“Optimizely has vastly improved the process by facilitating the test set-up, flexibility, analysis and reporting.”



ERIC HANSER  
DIRECTOR OF DIGITAL STRATEGY AND PLANNING, DIGITAL OPERATIVE, LIFEPREOF

“E-Commerce is a 24-hour business and the needs change every day. When we launched our new website, we were able to use Optimizely as a response tactic. For instance, we had products go out of stock and hadn't completely thought out the functionality of our site to update that messaging. We were able to update the “out of stock” product page with Optimizely on the fly, directing customers to similar products that were still available.”



EDDIE CASTILLO  
USER EXPERIENCE MANAGER, CHROME INDUSTRIES

“Optimizely makes building and running A/B and multivariate experiments fast and easy, which enables us to run more tests and optimize our site at a higher pace.”



FERRY GIJZEL  
DIRECTOR OF WEB MARKETING, COMSCORE

## TRUSTED BY

GRUBHUB

OCBS

The  
Walt Disney  
Company

VISA

yelp

2020



SUMMER 2020  
A/B Testing  
Software Category

**MARKET LEADERS**



109  
Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT AB TASTY

## AB Tasty

AB Tasty is the fastest-growing provider of AI-powered experimentation & personalization, helping businesses drive more conversions and revenue on all their digital assets. Turn website visitors into customers, subscribers or leads, while delivering outstanding user experiences.

### Featured Testimonials

“ AB Tasty is delicious! We use AB Tasty to execute A/B and multivariate tests and personalization of our online store AshleyfurnitureHomestore.com. Currently, our UX teams use AB Tasty to gain knowledge of user experience to solve a range of problems and to build new functionalities. With this tool, it is easy to A/B test our ideas to learn whether our hypothesis increases conversion rates, before implementing them on all of our traffic. ”



MATT SPARKS

ECOMMERCE OPTIMIZATION MANAGER, ASHLEY FURNITURE

“ We were very happy with the results of this test, and we're absolutely going to use the banner again during our next sale. The best part is that duplicating and implementing the banner design will be very easy to do, and won't require any IT help, now that the template is all set up - this is part of the beauty of the AB Tasty platform. ”



GUILLAUME TOTIS

E-COMMERCE MANAGER, URBAN DECAY

“ Driving an e-commerce business without A/B testing is like washing your car without soap - you can't really succeed if you don't have any soap. AB Tasty's robust tools and widgets allow us to do it all - set up quick tests, comprehensive tests, personalizations, and multi-variate testing, all the while being supported by robust analytics and fantastic customer service. ”



JEFFREY COPETAS

SENIOR DIRECTOR OF WEB & E-COMMERCE, AVID

“ AB Tasty allows us to easily test our new page templates so that we can test whether they work, and to monitor in real-time the impact on our conversion rates, on desktop as well as mobile. ”



MOURAD TABITI

WEB PERFORMANCE MANAGER, TUI

### TRUSTED BY

LANCÔME  
PARIS

Louvre Hotels  
GROUP

DANONE

SEPHORA

ASHLEY  
FURNITURE INDUSTRIES, INC.



245  
Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT ADOBE TARGET



Adobe Target is a complete optimization solution that allows data-driven marketers to rapidly experiment and create high-converting personalized experiences. The Adobe Target team shares training material, quick tips, tutorials and more. Get hands-on guidance for the very latest features and tools in Adobe Target!

## Featured Testimonials

“With Adobe Target, we found the ideal balance to address different customer preferences, resulting in a 14% lift in conversion.”



STEVEN JONES  
ASSOCIATE DIRECTOR, TESTING AND OPTIMIZATION, PROGREXION

“Adobe Target gives us a fundamental understanding of how different experiences impact customer behavior.”



DIDRIK FJELDSTAD  
VICE PRESIDENT OF MARKETING, SCANDINAVIAN AIRLINES

“Adobe Target and personalization is a powerhouse. It allows us to serve those unique experiences to different audiences. We love the automated personalization!”



ALIX HART  
GLOBAL HEAD OF DIGITAL MARKETING, NVIDIA

“We needed an environment that offered strong AB testing, personalization, and advanced analytics as part of a broader solution to address our digital marketing goals. Adobe provided the most powerful, integrated platform for delivering digital experiences.”



MARK PELLETIER  
VICE PRESIDENT OF E-BUSINESS, AAA NORTHEAST

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117  
Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT DYNAMIC YIELD



Dynamic Yield is an AI-powered Personalization Anywhere™ platform that delivers individualized experiences at every customer touchpoint: web, apps, email, kiosks, IoT, and call centers. The platform's data management capabilities provide for a unified view of the customer, allowing the rapid and scalable creation of highly targeted digital interactions. Marketers, product managers, and engineers use Dynamic Yield daily for launching new personalization campaigns, running server-side and client-side A/B tests, leveraging machine-learning for product and content recommendations, and employing algorithms for smartly triggered email and push notifications. Dynamic Yield is used by more than 300 brands globally including industry leaders across retail, finance, travel, and publishing. Headquartered in New York, the company has 200 employees across the globe.

## Featured Testimonials

“With Dynamic Yield, we are able to make product recommendations, optimize landing pages, show popups and notifications, and individualize content according to onsite behavior. Having all this functionality available in a single platform and activating it on one coherent data set is really powerful.”



SEBASTIAN HASEBRINK  
FOUNDER & MANAGING DIRECTOR, JUNIQE

“With Dynamic Yield, we were able to optimize our homepage slideshow, upload different variations of stand-alone products and different sale offers to guide customers through the sales funnel. Instead of theorizing what would work best, we were able to automatically test different promotions, strategize and act on crucial decisions in real time.”



HEZI ROTEM  
CEO, SABON

“We have chosen Dynamic Yield after considerable market research. We looked at every available option and chose Dynamic Yield due to its flexibility, wide array of tools and capabilities, and its ease of use. I can think of many use cases, and Dynamic Yield is the only platform that allows me to build them without being technical.”



PETER VAN DER HEIJDEN  
FREELANCE EXPERT IN ECOMMERCE, DIGITAL MARKETING, AND PERSONALIZATION, PETS PLACE

“With Dynamic Yield, we can use machine learning to make data-driven recommendations based on where visitors are in the sales funnel. The ability to assess the level of valuable information about each visitor and automatically serve the most effective strategy has empowered us to increase revenue across our site.”



JON AZRIELANT  
DIRECTOR OF MARKETING, JEWELRY.COM

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eyes lips face





181  
Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT MIXPANEL



Mixpanel helps companies build beloved products with the leading analytics software for mobile and web. The only product analytics company featured in Forbes Cloud 100 and Forrester's Digital Intelligence Wave, Mixpanel provides the insights teams need to understand their customers and make smarter decisions. Backed by Andreessen Horowitz and Sequoia Capital, Mixpanel has almost 20,000 customers worldwide and 14% of the Fortune 500.

## Featured Testimonials

“ On top of the power of real-time messaging, Mixpanel gave us the ability to target specific user groups based on activity patterns, behavioral data, and more. This helped us increase open rates by 16% and allowed us to retain between 10–14% of targeted inactive users per message. ”



AHSAN ALI  
ANALYTICS EXPERT, INTIGRAL

“ Being able to see the whole user lifecycle, and then go back and determine which campaign attracted them, allows you to slowly build a narrative around every type of user. Our market is really broad, so knowing we appeal to anyone with two or more email accounts was huge for us in driving growth. ”



NADIA TATLOW  
GENERAL MANAGER, SHIFT

“ Custom Alerts helps me stay on top of my KPIs without spending my day watching a dashboard. I feel confident knowing Mixpanel monitors my metrics for me, and will let me know when we need to take action or when we reach a goal, based on the thresholds I've defined. ”



NAREN ROY  
PRODUCT MANAGER, SHUTTERSTOCK

“ It definitely allows non-technical people to be more independent. With just a few clicks, I share top-line metrics within my entire organization. It's great to be able to monitor trends of your top KPIs all in one view—it saves us a lot of time & effort from having to write complicated queries. ”



ANITA FONG  
DIGITAL MARKETING, CLOROX

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48  
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT MONETATE



Monetate is the global leader in providing multi-channel personalization to the world's best brands. Built for speed, the Monetate Platform's easy-to-use interface allows marketers to create, test and deploy an unlimited number of personalized digital experiences with limited need for IT or consulting resources.

## Featured Testimonials

“If you're investing in personalisation and testing, you need a powerful platform to help you get the most out of what you are doing. Monetate does that and helps us lead the market.”



STEPHANIE NASH  
CUSTOMER JOURNEY EXECUTIVE, GRAHAM & BROWN

“The Monetate platform is scalable enough to handle our volume, yet flexible enough to allow us to test virtually any idea.”



ALEX MILLER  
VICE PRESIDENT OF ECOMMERCE, QVC

“Monetate Intelligent Personalization Engine's machine learning capabilities evaluated hundreds of visitor data points to determine the best homepage experience for each visitor, decreasing our bounce rate by 3.3% in just one week. The Engine's 1-to-1 personalization ensures more customers remain on our site, increasing our likelihood of converting them to a purchase.”



FINN CHRISTO  
GROUP ECOMMERCE CONVERSION RATE OPTIMISATION MANAGER, N BROWN GROUP

“I can launch tests very quickly. I can run marketing campaigns very quickly. I can see results quickly. And it has been a positive return on investment in terms of our digital marketing.”



MIA VALLO  
DIRECTOR OF MARKETING AND BUSINESS INTELLIGENCE, NATIONAL GEOGRAPHIC

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184  
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT QUBIT

# Qubit.

Qubit offers a blank canvas for businesses to deliver big ideas. Qubit's digital marketing hub brings together analytics, segmentation, A/B testing, and web personalization into an integrated workflow, so that intelligent customer experiences can be delivered across every brand touchpoint. Qubit is trusted by the biggest brands in ecommerce, including TOPSHOP, John Lewis, Hilton Hotels, Uniqlo, and Staples. To date, Qubit has received over \$36 million in funding from Accel Partners, Balderton Capital, and Salesforce Ventures.

## Featured Testimonials

“ Qubit has allowed us to quickly implement tests without having to rely on IT resource. This particular test wouldn't have been implemented, via traditional routes, until weeks later, resulting in missed conversions. Qubit's platform has made our product more customer focused and highly personalised - and continues to help move our business closer to achieving its goals. ”



JARROD PURCHASE

EMAIL MARKETING & ONLINE PRODUCT MANAGER, BEST OF THE BEST

“ There are many conversion tools on the market that can personalize and test, but we felt there was a real risk of running out of steam after six months. Qubit enables us to perform the standard tests, but also uses data and analytics to really pinpoint where our biggest problems are along the customer journey. It is these informed, real-time optimizations that really delight our customers and drive results. ”



NEIL GARFIELD

CMO, BOYLESPORTS

“ Qubit has enabled us to transform our online customer journey and differentiate our offering. The access to data gives us insight into our customer behavior, allowing us to predict intent and target customer appropriately - there is no solution better suited to help us on our journey. ”



DANIEL OX

CO-CEO, OCEAN HOLIDAYS

“ Qubit's tool has given us the insight to understand our customers' needs, and respond to them, all within one single workflow. This means that we are creating greater experiences for our customers, and building better relationships for the future. ”



MELANIE KYRKLUND

SENIOR E-COMMERCE ANALYST, STAPLES EUROPE

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TOPSHOP

PANDORA

Thorntons®

Emirates

FRONTIER  
AIRLINES



99  
Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT UNBOUNCE



Convert more prospects into leads, sales, and signups with Unbounce's landing page and conversion marketing platform. You (yes, you) can quickly build, publish and test your own landing pages, popups, and sticky bars — no coding skills needed. □ BUILD pixel-perfect landing pages, popups, and sticky bars with Unbounce's easy-to-use drag and drop builder. Choose from 125+ ready-to-go mobile-responsive templates—including near-instant AMP landing pages! □ OPTIMIZE your campaigns and boost conversion rates with built-in A/B testing, dynamic text replacement, and advanced audience targeting. □ INTEGRATE your landing pages and other elements with over 900 apps like Zapier, WordPress, HubSpot, Marketo, Salesforce, Campaign Monitor, and MailChimp. □ CONVERT more prospects with targeted sticky bars and popups that can be placed on top of any page on your website to deliver the most relevant offers ...

## Featured Testimonials

“Custom landing pages blow past any and all expectations compared to a website. With Unbounce, we can design, develop, and test everything within the platform, move quicker, and lift the performance of all our PPC efforts.”

JOHNATHAN DANE  
FOUNDER, KLEINBOOST

“Unbounce allows our marketing team to build landing pages quickly and effortlessly without involving our engineering team. It's easy to make quick copy or photo changes, as well as replicate and customize landing pages to give different products, topics, and industry niches their own highly targeted space on our domain.”

LINDSEY WILSON  
CONTENT MANAGER, PACKLANE

“The dashboard to see conversions is one of the biggest improvements we've seen since implementing Unbounce. Now, we can easily A/B test two pages and see at a glance which is performing better.”

TAYLOR LOREN  
HEAD OF CONTENT MARKETING, LATER

“Through testing, we've learned a lot about different types of visitors coming in through paid search and ended up creating different landing pages to bring in those audiences. With Unbounce, we can [now] understand how certain copy, images, hero buttons, CTAs, and even the order of information is performing, and how these elements combine into a great page that converts.”

SHIVANIE BARAPATRE  
CUSTOMER ACQUISITION, ZOLA

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#### ABOUT VWO



VWO is the world's leading experience optimization and growth platform. VWO helps you create delightful digital experiences for your customers and increase conversions across the entire customer journey by providing one integrated platform to understand visitor behavior, run experiments, personalize experiences and re-engage them. VWO Experience Optimization & Growth Platform improves key business metrics by empowering you to easily discover insights, test ideas, and improve engagement - across the entire customer journey.

 **281**  
**Total Customer References**

[VIEW ALL REFERENCES](#)

## Featured Testimonials

**“**VWO helps us test at the speed that we desire. We like a lot of data and we like to run fast and VWO has not missed a beat for us in the last four years. We've never had any downtime or outages or any user issues. In the last 5 years, VWO has grown with us as a company and is deeply woven into our weekly sprint cycles, it's something that we lean on very heavily on a day-to-day basis to help derive our learnings. **”**



JON CORWIN  
DIRECTOR OF GROWTH MARKETING, ONE CLICK

**“**We use VWO to test any visual or content changes that might impact our bottom line. It turns lengthy discussions about what should we do into easy to setup tests that bring results to the table, not opinions. I think this has been the biggest value we got out of using VWO (along with the hundreds of dollars we managed to save on mistakes we would've made without it!). **”**



RAFAŁ ROMAŃSKI  
PRODUCT MANAGER, UPTOWORK

**“**As the project manager for our experimentation process, I love how the functionality of VWO allows us to get up and going quickly but also gives us the flexibility to be more complex with our testing. **”**



TARA ROWE  
DIGITAL MARKETING PROGRAM MANAGER, TRUCKSTOP.COM

**“**Every A/B testing process aims to bring a significant raise in the conversion rates, and for a SaaS website like POSist, which targets niche restaurant industry, this was a 4 month long journey. After months of rigorous testing in between multiple variations of our website with VWO's Split URL testing campaigns, we were able to register a 50% growth in our organic leads. **”**



ASHISH TULSIAN  
COFOUNDER AND CEO, POSIST TECHNOLOGIES

ZALORA

PayU<sup>®</sup>

blutv

Chargebee

W<sup>®</sup>  
WARNER MUSIC GROUP

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2020



SUMMER 2020  
A/B Testing  
Software Category

**TOP PERFORMERS**



ABOUT DECIBEL

## DECIBEL.

Decibel provides real-time intelligence that enables businesses to measure and improve online customer experiences at scale. Pioneering the world's first technology designed specifically to quantify experiences, Decibel's Digital Experience Intelligence platform captures unique experience data, enriched by machine learning, to reveal digital body language, understand user state of mind and pinpoint problem areas on your website, web applications and native apps.

45  
Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“ We have also found Decibel Insight’s various heatmaps useful when discussing page improvements. They have provided insight into areas of the page visitors focus on and have helped understand parts of pages that customers do not often interact with. ”



JESSICA DELANEY  
DIGITAL OPTIMISATION EXECUTIVE, BRITISH AIRWAYS

“ We primarily use form analytics, session replays and heatmaps within Decibel to uncover experience problems. With Decibel, we are finally able to look at the actual experiences people are having online when processing applications. ”



EVERETT MEREDITH  
DIRECTOR OF ECOMMERCE, ACE CASH EXPRESS

“ Decibel Insight gives us a way to understand the customer experience that no other tool in our technology stack can. It strikes a delicate balance between quantitative and qualitative data, giving us both the what and the why behind site performance. ”



MERRITT AHO  
DIRECTOR OF TESTING & OPTIMIZATION, DUN & BRADSTREET

“ Decibel Insight gives accurate, unique, and previously unexplored insights into genuine customer behaviour, helping us drive a more targeted and efficient optimization program. ”



JAMES MITCHELL  
OPTIMISATION MANAGER, RIVER ISLAND

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dun&bradstreet





 **69**  
**Total Customer References**

[VIEW ALL REFERENCES](#)

#### ABOUT EVERGAGE



Salesforce Interaction Studio (formerly Evergage) is the leading real-time personalization and interaction management solution, enabling companies to transform the dream of 1-to-1 engagement, across channels, into reality. Combining in-depth behavioral analytics and advanced machine learning with data from existing sources, Interaction Studio empowers businesses to gain a comprehensive view of each one of their customers and prospects, and use that data to deliver maximally relevant, individualized experiences during key moments of interaction across the customer journey. Real-time personalization and interaction management is the future of marketing, and Interaction Studio is built to empower businesses to synthesize disparate data, extract insights, make instant decisions, and truly engage audience members. Companies across industries use the solution to engage their prospects and delight ...

## Featured Testimonials

**“**Evergage allows us to tailor a very specific message to each class of customer, and this kind of personalization is exactly how we're able to engage new customers and retain our existing customers. **”**



SAM DRIVER  
DIRECTOR OF PRODUCT MANAGEMENT, BUILDIUM LLC

**“**Each Matalan shopper has distinct interests and needs, and we want to create unique experiences that engage every single individual. Online personalization lets us do this in real time, in a scalable way. Working with Evergage, we've seen improvements in product discovery, revenue per user, average order value and more. We're committed to testing and refining our campaigns, so we deliver the best possible customer experience. **”**



PAUL HORNBY  
DIRECTOR OF E-COMMERCE, MATALAN

**“**Partnering with Evergage has been a very positive experience. Using real-time messaging has enabled us to interact on a more personal level with new and returning visitors, leading to a sizable increase in conversions and a great return on investment. **”**



SAL TRIPI  
AVP, DIGITAL OPERATIONS & COMPLIANCE, PUBLISHERS CLEARING HOUSE

**“**Evergage gives us enormous power and flexibility to innovate. Whether targeting visitors by geography, building dynamic landing pages or tying offline campaigns to online experiences, we can quickly build, implement, test and analyze personalization campaigns. **”**



CHRIS MARTIN  
LEISURE SALES & MARKETING, MONTROSE TRAVEL

## TRUSTED BY

SHOE CARNIVAL

RueLala

newegg

GILT

aramark



ABOUT INSTAPAGE



Instapage is the most powerful landing page platform for marketing teams & agencies. They're a team of entrepreneurs, coders, marketing experts and change makers. They want to create a world where all businesses can efficiently acquire customers online by offering personalized advertising experiences for every promotion.

57  
Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“ As we continue to better understand our customers, Instapage allows us to A/B test and optimize to uncover the best landing page and conversion funnel experience. As a result, we can create a continuous personalized experience that drives efficient acquisition costs at scale. ”



ALLI HOBBS  
MARKETING MANAGER, PURPLE CARROT

“ With Instapage, we've been able to focus on getting customers and showing prospects our product value. Making custom post-click landing pages for our multiple funnels has never been more efficient and valuable. ”



RYAN O'HARA  
VP OF MARKETING AND GROWTH, LEADIQ

“ Instapage is all about getting more conversions and paying less for it. It's nice to have all of the design functionality and be able to build faster, but at the end of the day, it has to produce results. Instapage does that for us. ”



AARON SMITH  
FORMER SEO & SEM SPECIALIST, VERIZON DIGITAL MEDIA SERVICES

“ Instapage makes the A/B testing process so efficient. I've never done A/B testing so quickly without needing to involve multiple teams. ”



STEFANO RIGONI  
DIGITAL OPTIMIZATION SPECIALIST, EUROSPORT

## TRUSTED BY

EUROSPORT

HEAP

Lattice

verizon  
Digital Media Services

PURPLE CARROT



72  
Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT KAMELEOON



Kameleoon enables brands to offer exceptional digital experiences and personalize the customer journey to maximize engagement and conversion, driving exponential online revenue growth. Kameleoon is an AI-driven personalization and A/B testing platform that helps digital product owners and marketers quickly and automatically tailor their website and wider digital experience to the needs of each and every one of their visitors. Over 450 major companies rely on Kameleoon, making it the leading SaaS platform for AI-driven personalization in Europe.

## Featured Testimonials

“ Thanks to Kameleoon, we have developed a habit of systematic verification of our tests. Any changes we want to make are tested to confirm that they are worthwhile and that they should be included in our website in production. ”



GUILLAUME THENAULT  
WEB ANALYST, CLUB MED

“ We wanted to improve our visitors' user journey. Kameleoon enabled us to A/B test the dissociation of "Add to cart" from "Book in a shop". By offering our visitors a CTA and a clickable link, we were able to eliminate confusion between the two actions. Clicks on "Add to cart" increased by 2%, the number of bookings in a shop increased by 13%. ”



JULIE DUBEC  
HEAD OF DIGITAL & CRM, CLAUDIE PIERLOT

“ Thanks to Kameleoon's agility and numerous options we were able to quickly implement an A/B test and check the relevance of personalized recommendations as opposed to editorial recommendation based on our video-relaunch strategy. We obtained quick and reliable results and were able to increase the number of viewed pages per visit and develop usages on canalplus.fr. Kameleoon's easy-to-use tools for test implementation and result analysis played an essential role in our strategic orientation. ”



JULIA MAUNIER  
DIGITAL PROJECT MANAGER, CANAL+

“ We carry out around ten A/B tests or customizations on average every month. We therefore have a fairly intimate knowledge of our visitors but the Kameleoon platform offers an extremely wide range of targeting options, allowing us to perform personalization exercises that add even greater value to our business. ”



FRANOIS DUPRAT  
PROJECT MANAGER, RAKUTEN

## TRUSTED BY





 **66**  
**Total Customer References**

[VIEW ALL REFERENCES](#)

[ABOUT LEADPAGES](#)



Leadpages create elegant software that helps businesses grow by collecting more leads and driving more sales. Their platform offers more ways to engage potential customers than anyone in the industry, and it's the only one that enables sign-ups via landing pages, websites, social media, email, and text messaging.

## Featured Testimonials

“ LeadPages® has helped us increase our efficiency in creating lead gen experiences for all of the different campaigns we have going on. We've also been able to use Leadpages' expertise to get ideas around best practices for setting up landing pages for different types of campaigns (Adwords, webinar, social, etc.) through the templates they've created and have available to customers. Because of this, we've been able to increase our leads per month by close to 100%. ”



KAYLA BRYANT  
MARKETING DIRECTOR, FOUR51

“ The ability to spin up high-converting websites that require zero back-end maintenance means that I can set up sites that deliver better results in a shorter amount of time. ”



COLLIN BELT  
FOUNDER, BELTCREATIVE

“ I absolutely love Leadpages. I can run Facebook Ads to my lead magnet and offer a no-brainer upsell on the thank you page! I've tried other platforms, but nothing else has compared to the simplicity and ease of use. ”



FACEBOOK ADS STRATEGIST  
JACKIE ELLIS

“ Leadpages is just easy. I have the analytics. I have the ability to make tweaks to the core elements and I know the structure was created for the sole purpose of conversion and make it look professional. ”



ARI SHERBILL  
POWTOON

## TRUSTED BY



GE Digital

**FOUR51**



ABOUT SITESPECT

## SITESPECT

SiteSpect is leading the advancement of customer experience management and optimization. Our platform offers A/B and multivariate testing, targeting, and personalization solutions with real-time analytics and actionable insights. We empower the world's most successful digital businesses to create a superior customer experience that drives revenue growth, reduces costs and mitigates risk. SiteSpect developed the industry's first digital optimization solution from the ground up. We offer a purpose-built, end-to-end optimization solution developed with our extensive knowledge of what leading digital businesses need. Our objective is to help our customers acquire, grow, and retain customers as well as achieve market leadership. Our patented approach — together with our thorough understanding of the business and technical realities of optimization — has put ...

82  
Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“ Thanks to SiteSpect's ability to build and track micro-conversion metrics, like scroll depth in this particular test, we gained additional insight into the user experience. For more complex site experiments, this can be extremely important when assessing and forecasting product decisions that may intersect between multiple stakeholders. ”



STEVEN LEUNG  
DIRECTOR OF MARKETING, ONLINELABELS.COM

“ We selected SiteSpect because it was the only multivariate testing solution that enabled us to easily test and optimize every aspect of our site. Because of its non-intrusive approach, we can test anything — multimedia, site navigation, conversion funnel, usability, search, and display — without the hassle of page tagging, and without having to get IT staff involved. ”



JAY BOEHM  
VICE PRESIDENT OF TECHNOLOGY, ISTOCKPHOTO

“ Regardless of a test's complexity and sample size requirements, it still wouldn't be unreasonable for us to conduct multiple tests per week. SiteSpect also makes it easy for us to run multiple tests concurrently. We're really only limited by our ability to take action on the results. ”



TRENT MINNEMAN  
INTERNET INFORMATION ANALYST, CABELA'S

“ One of the most exciting features of SiteSpect is its ability to test multiple variations of the site concurrently. We are no longer faced with the challenge of prioritizing which variable to test. Now we are able to run tests for site optimization while also running a test for a new merchandising deal. ”



TODD MARTIN  
PRODUCT OPTIMIZATION MANAGER, VEGAS.COM

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accenture

intuit

wayfair  
a zillion things home

ShopNBC

Nestlé Waters



28  
Total Customer References

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ABOUT SPLIT SOFTWARE



Split builds on feature flags to create the platform for controlled release, so any team can target customers and roll out or revert new features without deploying or touching code. Get started quickly with SDKs in the language of your product (Java, JS, Node, Python, PHP, Ruby, Rails and .Net), then create on/off, percentage, and multivariate rollout plans in seconds. Integrations with the services you use to monitor, alert and track issues help to pinpoint trouble when things go wrong, and hotfixes are entirely avoided by killing problem features with a single click, reducing time-to-resolution and advancing development—and innovation.

## Featured Testimonials

“Our team uses Split feature flags to deploy quickly and experiment with new ideas. Feature Monitoring gives us a safe way to release features to our global user base with less risk.”



BJÖRN LEVIDOW

SR. DIRECTOR PRODUCT MANAGEMENT FOR ANALYTICS, GODADDY

“Split plays a key role in Invoice2go's feature rollout process. By using their product for targeted rollouts, we have full control over any release and an increased confidence in our ability to easily scale over time. In addition, Split's collaborative nature and their focus on their customer's success have made working with them so easy and enjoyable.”



KRATES NG

DIRECTOR OF ENGINEERING, INVOICE2GO

“Split's full-stack experimentation platform has been built with engineering and product teams in mind. Its robust architecture and rich feature set integrates into our internal platforms and helps power experimentation across our entire engineering organization.”



LAURA SCHAFFER

PRODUCT MANAGER, TWILIO

“Split's controlled release capability provides us a non-disruptive and dynamic way to ship features for testing and deployment. More importantly, it provides the data we need to quickly iterate on our product features in an informed manner.”



QINGQING OUYANG

SVP ENGINEERING, MAIN STREET HUB

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54  
Total Customer References

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#### ABOUT SWRVE



Swrve transforms the way brands connect and interact with customers in an increasingly mobile-centric world. Their integrated Mobile Engagement Platform enables enterprise organizations to deliver compelling mobile experiences and campaigns that drive engagement, revenue and ROI. Swrve is used by the world's largest and smartest mobile businesses, including Sony, The Guardian, Condé Nast, Warner Brothers and Microsoft. Their customers have delivered more than two billion mobile messages, and every single day the Swrve platform processes over ten billion events across over a billion devices.

## Featured Testimonials

“With the help of the Swrve team, onboarding and launching campaigns with the product was very easy. Swrve directed us how best to set up user journeys and more effectively target our users. We have really cool account managers and technical support who are always accessible.”



CONOR GRACE  
DIGITAL CUSTOMER ENGAGEMENT MANAGER, DIGICEL

“Working with Swrve has been key to improving our core KPIs. The platforms ease-of-use and ability to run push, IAM, an Inbox, as well as A/B testing capabilities in a single place has helped Hopster improve overall app engagement, and our onboarding experience. Letting parents know what's new, and how to find it is very important in building trust and value. Swrve's multi-platform support will help us deliver on our KPIs further as we launch with new partners and devices around the world. Being able to reach our audience across a suite of devices is a big step forward and we look forward to integrating this in 2019.”



GEORGE JURGENS  
LEAD GROWTH MANAGER, HOPSTER

“We can stay relevant with our players because we have the capabilities to be flexible and act with immediacy. Using Swrve has allowed us to go from idea phase to action extremely quickly when it comes to reaching out to our users. It's a great tool for those who want to have a deeper level of control and user outreach in their mobile apps without the need for new builds or other complex methods.”



MAGGIE MCLEAN  
PRODUCER, UKEN GAMES

“With Swrve, we can thoroughly analyze and test messaging campaigns and different iterations of the user experience, giving us tangible insight into what works best.”



ERNESTO SCHMITT  
CO-FOUNDER AND CEO, BEAMLY

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The  
Guardian

SONY

RYANAIR

COX

CONDÉ NAST

2020



SUMMER 2020  
A/B Testing  
Software Category

RISING STARS



42  
Total Customer References

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#### ABOUT APPTIMIZE



Apptimize, an innovation engine providing industry-leading experimentation and feature release management, supports the creation of exceptional user experiences across all digital platforms: mobile, hybrid, OTT, web, and server. Companies are building mobile apps to ensure they have an omni-channel presence — Apptimize enables them to test and optimize these apps to reach and exceed business goals. Customers include companies such as HotelTonight, Glassdoor, A&E, Stash, and more, reaching more than 2+ billion application end-users worldwide.

## Featured Testimonials

“What made me excited about Apptimize was the ease by which we could make a change to this new app that just got launched and unlock the whole potential of building things more quickly.”



JON LI  
SENIOR DIRECTOR OF PRODUCT, VEVO

“Apptimize helps us collect actionable data and make rapid improvements to our app without having to wait for the development cycle to optimize our mobile experience.”



PETER GRAY  
DIRECTOR, PRODUCT OPTIMIZATION, THE WALL STREET JOURNAL

“Using Apptimize has been a game-changer for us. We have been able to develop an A/B testing mentality throughout the product team and use Apptimize to gather data to inform important initiatives, from redesigning the app to personalizing restaurant recommendations for users.”



JULIA TESSLER  
DATA SCIENTIST & MACHINE LEARNING ENGINEER, IFOOD

“At Stash, we are on a mission to make investing simple and accessible. Apptimize enables us to take ideas from across our organization, rapidly run tests, and identify the impact of each idea. We are excited to see the growth we can achieve using experimentation.”



MATT HAMILTON  
VP OF PRODUCT INFRASTRUCTURE, STASH

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ABOUT CONVERT.COM



Convert Experiences is an easy to use, one-code installation and feature rich A/B testing and personalization enterprise solution for conversion optimization and data-driven decisions in high-traffic websites. Agency-friendly features include unlimited projects and client accounts, multi-domain testing and tracking, development tools for jQuery, JavaScript and CSS. The new personalization feature allows you to test with tailored experiences for different client segments and experience performance. Convert Experiences allows for full control over every aspect of a test with features such as minimum and maximum test durations; manual and automatic variation controls, as well as historical insights into stoppage of test variations.

49  
Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“ Leveraging Convert’s platform we are able to regularly help dozens of companies improve their conversion rates by 20, 30, 50% or more. They have an extremely powerful solution for all your A/B testing and personalization needs and lead with a keen awareness of privacy by design. ”



JUSTIN CHRISTIANSON  
CO-FOUNDER AND PRESIDENT, CONVERSION FANATICS

“ We are increasing our conversion rates on a daily basis because of our results with Convert. It’s the most affordable and user friendly A/B Testing Tool on the Market. ”



KAITLYN GREENE  
OPTIMIZATION SPECIALIST, SOLUTIONSWIDE

“ Convert Experiences is flexible, easy to use but powerful and with great pricing. Many of our clients have never done CRO and this makes it easier to convince them to use these types of tools. ”



AUKE VOS  
CEO, UMIGO

“ In our most recent A/B test using the Convert Experiences platform, aiming to clarify some important information on product pages, we achieved a comfortable 11.6% uplift for product pages viewers across all devices with 95.2% statistical significance. ”



LEE PRESTON  
CRO CONSULTANT, WORSHIP

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SOLUTIONSWIDE

iProspect<sup>IP</sup>

Earth Class Mail

CAROLINA<sup>®</sup>



**32**  
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#### ABOUT EVOLV TECHNOLOGIES



Evolv Technologies is defining autonomous optimization for the digital era. Using breakthrough Artificial Intelligence, developed over the course of ten years, Evolv helps enterprise customers continuously optimize their digital KPIs and meet their goals and objectives. The company's flagship product, Ascend, is used today by recognized brands around the world to improve experiences across web and mobile.

## Featured Testimonials

**“**When it comes to A/B testing, we have to rely on our intuition and we have to really be meticulous. With Ascend, what's different is, if you have an idea or a hunch, you don't have to consider whether a hypothesis is worth the effort to test. You can just throw it in and see what happens. And that's been really valuable. **”**



DANNY GONZALEZ

CONVERSION RATE OPTIMIZATION EXPERT, ABUV MEDIA

**“**We wanted to experiment across several specific variants at once and knew that traditional A/B testing was too slow and may not deliver winning results. Evolv provided us with an agile AI-based experimentation solution that allowed us to accelerate growth and scale our experimentation program with more velocity and accuracy than what was offered by other solutions on the market. **”**



KULDIP SINGH

DIGITAL & DATA DIRECTOR RETAIL INTERNATIONAL, INNOGY

**“**Thanks to Ascend's technology and our expert UX designers, we were able to test radical changes in the user experience without significant investments of time. This allowed us to test a huge number of ideas without losing sales thanks to the ongoing optimization of the proposed designs. By leveraging Ascend to perform the tests, we not only realized winning combinations faster, but we reduced the costs of getting there. **”**



GUILLAUME NOÉ

DIGITAL AGENCY DIRECTOR, NEXWAY

**“**Conversion rate optimization testing plays a critical role in the continuous improvement of our ecommerce business and Ascend allows us to uncover more opportunities faster than we ever could using standard A/B testing tools. **”**



CHRIS MCBRIDE

GM ECOMMERCE, TRANS WORLD ENTERTAINMENT

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**nexway**  
CONNECT & MONETIZE

euroflorist

clicksco

KIA

bouygues  
TELECOM



ABOUT OMNICONVERT



Omniconvert is the world's first democratic conversion rate optimization software. Founded in 2013 by Valentin Radu under the name of Marketizator, Omniconvert remains dedicated to building a platform to help the non-technical marketers around the world converting their traffic into sales. Omniconvert platform's ease of use and speed of deployment empower companies to create and run experiments that help them make data-driven decisions and grow faster.

42  
Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“ We used Omniconvert to increase our sales & conversion KPIs without extra costs with media advertising. Omniconvert helped us grow our expectations in terms of lead capturing & orders placed through the eShop. ”



DRAGOS OPREA  
PROJECT MANAGER, TELEKOM ROMANIA

“ We ran various A/B tests on our existing traffic and Omniconvert was able to double the trial conversions to our brand monitoring software. The in-app designer and reporting module allowed us to grow our revenue. ”



RAZVAN GAVRILAS  
FOUNDER, BRANDMENTIONS

“ What I like best is that this product does more than just A/B test. Qualitative data is crucial, and the tool helps you gather this vital information. I also like the personalization aspect of the technology. ”



JUSTIN RONDEAU  
DIRECTOR OF OPTIMIZATION, DIGITALMARKETER

“ Using Omniconvert we were able to show personalized messages based on the user's profile, location and time of the day. We also ran different types of A/B tests, in order to test hypotheses about selling and buying moments. ”



RAZVAN ACSENTE  
EUROPE CLM GROUP EXPERT LEAD, OLX

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