

A^{DEMO}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.



2021 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

 Optimizely

Qubit.

SITESPECT

 unbounce

VWO



TOP PERFORMERS

 APPTIMIZE
AN AIRSHIP COMPANY

DECIBEL
By Medallia

 Instapage

 Kameleoon

 Leadpages

 split

SWRVE



RISING STARS

con/ert

 Convertize
SMART PERSUASION

 EVOLV

 OMNICONVERT

 wevo.

* Companies listed in alphabetical order

2021



SUMMER 2021
A/B Testing
Software Category

MARKET LEADERS



135
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 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

“The decision to switch to AB Tasty came down to the overall return on investment. AB Tasty offered us a feature-rich solution meeting our needs at a competitive price point. The implementation was easy, running experiments can be done efficiently, and the support team has been helping us deliver successful tests.”



PAUL BRANCO
SR. DIRECTOR OF PRODUCT MANAGEMENT, UX, & ANALYTICS, SHOES.COM

“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 build advanced personalization scenarios. The platform is very easy to use, and we've been able to put in place our campaigns very quickly thanks to the availability of AB Tasty's Customer Success Manager and Support teams.”



KAMRAN SHAIKH
VIDEO DIGITAL MARKETING, DISCOVERY

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526
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

“Using Adobe Analytics, Adobe Target, and Adobe Experience Manager together, we’re developing a modern website experience to reach customers. The integrations allow us to work quickly and efficiently for a go-to-market approach that is boosting traffic and conversions.”

 TIM DENNEY
DIRECTOR OF WEB DEVELOPMENT, DUN & BRADSTREET

“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

“Adobe Target allows us to create content and experiences customized for users. Our web team now has one central content location and can leverage the full suite of Adobe products to talk directly with our audiences.”

 CHRISTIAN SMALL
SENIOR DIRECTOR OF INTERACTIVE MARKETING, THOMAS JEFFERSON UNIVERSITY

“In past tests, we found that relevant offers lead to increased conversions. We use Adobe Audience Manager and Target to automatically personalize the content we deliver to get the most out of every customer interaction.”

 SOCRATES ALVAREZ
DIGITAL ANALYST, WESTJET

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139

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

“Dynamic Yield provides onsite solutions for most of our web personalization and testing which can safely be implemented in the app. The tool is highly customizable and is fantastic to use for an A/B test.”



NITIKA KHANNA
GLOBAL DIGITAL MARKETING / CRM, FOODPANDA

“Dynamic Yield has been an invaluable partner to MyHomeMove. We are impressed with the fact that we are able to deploy multiple personalization & optimization strategies from a single platform. Additionally, their customer success team is both responsive & innovative, constantly working with us to achieve better personalization & performance on our site.”



NEAL PREECE
ECOMMERCE & ONLINE DIRECTOR, MYHOMEMOVE

“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

“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

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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.

204

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Mixpanel's Signal feature helps us validate and discover the user behaviors that lead to higher retention. We can then use Mixpanel to take action on those insights with push notifications—it's a killer combination.”



TIM BIGARELLI
HEAD OF PRODUCT AND TECHNOLOGY, 28 BY SAM WOOD

“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

“On top of the power of real-time messaging, Mixpanel gave us the ability to target specific users 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

“It's all about flexibility for us. We love having the flexibility to provide product analytics for our customers, and Mixpanel offers an extensible solution that helps us build our product for the future.”



DAN FITEK
SENIOR USER EXPERIENCE DESIGNER, GTXCEL

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venmo



ticketmaster

shutterstock

RESY



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.

236

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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

“Thanks to Optimizely, we tripled the revenue from our product over the last 3 years. This would not have been possible without A/B testing.”



SOLVIG VAN SEVEREN
PRODUCT MANAGER, AUTOSCOOUT24

“Working with Optimizely Customer Success and their partners really allowed us to experience the full potential of testing and build a great case study for getting internal buy-in. The team we worked with was incredible—extremely knowledgeable, fast, responsive and patient.”



ANASTASIA GOODSTEIN
SENIOR VICE PRESIDENT, DIGITAL SERVICES/PRODUCT MANAGER, AD COUNCIL

“We can now get an early signal from the Optimizely Results Dashboard within a few days, whereas before it would have taken weeks or longer for someone on our analytics team to pull the data and understand what was going on.”



JOHN CLINE
ENGINEERING LEAD, BLUE APRON

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SONY



VISA



197

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

“Working with Qubit has given us the flexibility to quickly change website content, A/B test, and dynamically serve offers and messages to distinct audiences. We've seen solid uplifts that translate to the bottom line.”



KATE WALMSLEY
DIGITAL DIRECTOR, TOPSHOP

“Our partnership with Qubit enables us to identify, understand, and reward VIP customers. The initiatives we have taken using geotargeting and multichannel optimization have allowed us to tailor the experience for our best customers, resulting in significantly more engagement across our site.”



ALISON CONWAY
DIRECTOR OF ECOMMERCE AND DIGITAL, BELSTAFF

“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

“Qubit gives us insight to our customer behavior so we can identify high-value segments. We can then use this to serve relevant personalized content in real time that significantly increases their propensity to convert.”



BEVERLEY IMRIE
ECOMMERCE DIRECTOR, WALLIS

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104
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT 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 ...

Featured Testimonials

“As someone who isn't really a technical person, SiteSpect is robust enough that it allows us to do anything we may need on our site, but intuitive enough that I can handle most of it myself. When I can't, the support set up is great, and we've had some really interesting problem-solving sessions.”

JACOB MARSH
DIGITAL MARKETING MANAGER, ENERGYSAGE

“We haven't seen a tool that has allowed us to do as much complex and statistically significant testing as we have been able to do with SiteSpect.”

MIKE HENRIQUES
CIO, TEMPLE & WEBSTER

“SiteSpect helped us get better at delivering meaningful content. We love the ability to do multivariant testing via campaigns and know the impact of making content changes before we actually make the change. I also like that SiteSpect doesn't use a JavaScript tag so there is no content refresh or a page flicker.”

RICH BROWN
CHIEF INFORMATION OFFICER, INTERNATIONAL SPORTS SCIENCES ASSOCIATION

“Thanks to SiteSpect's highly robust reverse proxy platform, we're able to quickly implement A/B tests of varying complexities, without dealing with the inconsistencies that you'd see with script-based testing solutions. We can obtain real-time reliable results and make data-driven decisions to ensure no missteps in our overall execution strategy.”

STEVEN LEUNG
DIRECTOR OF MARKETING, ONLINELABELS.COM

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100
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

“Unbounce has been a critical tool in our service offering. We've been able to quickly build and test landing page variants in a breeze, with little development overhead. If you're doing CRO and PPC advertising, I HIGHLY recommend them.”



JORDAN CHOO
MANAGING PARTNER, KOGNETA

“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 & CHIEF EXECUTIVE OFFICER, KLIENTBOOST

“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

“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

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298
Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“We've always been very data-driven. Zalora began about four years ago and we have been A/B testing using VWO for three years. As an early stage company, we are heavily focused on new customer acquisition, and using data to optimize the site experience is super important for us.”



LIANG JIAN TAN
ASSOCIATE DIRECTOR, REGIONAL MARKETING ANALYTICS, ZALORA

“VWO was very valuable [for testing]. It's the easiest A/B and Multivariate testing tool I know. It's great not to be dependent on the development department to create and run your tests.”



GUIDO JANSEN
FOUNDER, DUTCHENTO

“I love A/B testing using VWO. It makes it possible to make a big difference in revenue and conversion rate.”



THOMAS VAN ZEEIST
ONLINE MARKETER, U-DIGITAL

“VWO is an exceptional A/B testing tool that requires minimum human effort, is super easy to use and has all the capabilities to help us achieve our business goals. The valuable features and dimensions within VWO help us understand user needs, recognize problems, and quickly test/iterate before committing resources to a project. It proves to be a powerful CRO suite to enhance user journeys across the website and significantly improve conversions. I've used other testing platforms in the past and I feel that VWO is worth every dime you spend on it.”



NITISH SOMAN
GROWTH MANAGER, SENSIS

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2021



SUMMER 2021
A/B Testing
Software Category

TOP PERFORMERS



42

Total Customer References

[VIEW ALL REFERENCES](#)

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

“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

“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

“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

“We’ve been using Apptimize for 3 years. It’s very dependable, we trust it and it’s part of our workflow. When something goes wrong, we know that we have a partner that’s there for us. This is huge for our confidence and culture of experimentation.”



DOUG SURIANO
LEAD IOS ENGINEER, HOTEL TONIGHT

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50

Total Customer References

VIEW ALL REFERENCES

ABOUT DECIBEL

DECIBEL
By Medallia

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.

Featured Testimonials

“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

“The flexibility Decibel Insight has in segmenting website visitors has been key to sift through the data and find certain audience personas. We can get super-specific - and when we do, the journeys become even more meaningful.”



PARKER BOYACK
DIGITAL MARKETING SPECIALIST, MICRO FOCUS

“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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59

Total Customer References

VIEW ALL REFERENCES

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.

Featured Testimonials

“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

“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

“Instapage gives us the ability to tailor our landing page content and layout to tell a unique story for each geographical target. The platform also enables us to create different variations with content that performs well for each unique channel.”



TAMAR FRIEDLAND
SR. DIRECTOR OF GLOBAL PAID MARKETING, HELLOFRESH

“We're able to align the keywords we're targeting to the messaging in our post-click landing pages. Not only has that immediately improved our campaign performance, but it's allowed us to maximize our ad budget and made sure that we're as efficient as possible.”



CASEY O'QUINN
FOUNDER AND PRINCIPAL, GRAVITY DIGITAL

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81

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

“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.”



FRANÇOIS DUPRAT
PROJECT MANAGER, RAKUTEN

“For us, one of Kameleoon’s strengths is that all of our teams, using a single collaborative tool, can manage both A/B tests and much more elaborate personalization campaigns. This has given us a unified vision of our audience, and it lets us accelerate in-house decision making and implementation.”



RÉMI GAGNARDE
UX PROJECT MANAGER, VERTBAUDET

“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 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

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81

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 allows us to create innovative and flexible marketing programs very quickly! We've been able to expand the reach of our current marketing programs as well as develop new ones using A/B testing to ensure we have the right messaging for each audience.”



STEFANIA SIGURDSON
DIRECTOR OF MARKETING, TUTOR DOCTOR

“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® can definitely help you improve your business and improve all of your KPIs. I would definitely take advantage of all of the features. [LeadPages®] goes into great detail on how to use their software, as well as best practices for internet marketing and conversion. And when you combine those two things, I think you will definitely come out a winner.”



BRAD COOK
LMS.ORG

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55

Total Customer References

VIEW ALL REFERENCES

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

“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

“Split has transformed the way that we deliver software. Granular targeting of features to customers has made us more responsive, and data from Split gives us an audit trail in case any issues arise.”

BACK END TECH LEAD
QUANTICMIND

“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

“Using Split with FullStory allowed us to humanize our experiments and empathize with our customers by validating the quantitative results with real user sessions that revealed how customers felt when interacting with our features.”

IAN METZ
SR. PRODUCT MANAGER, LEAFLY

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54

Total Customer References

VIEW ALL REFERENCES

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 Swrve, we were able to employ dynamic engagement with behavioral data, lifecycle plans and A/B testing to sell hundreds of thousands of new paid plans, increase app retention (12%+), daily engagement (7%+) while decreasing customer service calls. We're looking forward to further success using Swrve to introduce our new PlayGo video service to customers in all our markets.”



DARIO BIANCHI
GLOBAL DIRECTOR PRODUCTS & DIGITAL, DIGICEL

“Personalized content and relevant messaging is what today's consumers expect. The more personalized and automated we get with Swrve, the better our engagement becomes. Using Swrve's optimal sendtime feature is a no-brainer for us. It gets us so much engagement because it helps us direct users back to the game at the perfect time in their daily routine — not when they're busy at work, but when they're commuting or lounging at home.”



TOM HANSBURY
ASSOCIATE MANAGER, GSN GAMES

“Your best telecom experience is going to be a triple threat of speed, convenience, and value. Swrve helps us make that a reality with real-time relevance. We're amazed by the difference it makes in the timeliness, value, and personalization of our messaging. We could not have hit our engagement goals without the sophistication and depth of Swrve's AI, targeting, and live data streaming across SDKs and customer channels.”



MALIK SAMJEE
HEAD OF ANALYTICS AND BUSINESS INTELLIGENCE, TELEFÓNICA

“We chose Swrve for their robust platform services including in-app notifications and alerts as well as in-depth analytics related to campaign performance. The Swrve platform has helped us learn a lot about our user base and their needs. We look forward to implementing more of the technology that Swrve offers including A/B testing, omni-channel campaigns with integrated email as well as support for set-top devices with their release of a Roku SDK.”



TONY HUIDOR
VICE PRESIDENT, PRODUCT & DIGITAL OPERATIONS, CINEDIGM

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2021



SUMMER 2021
A/B Testing
Software Category

RISING STARS



ABOUT CONVERT.COM

convert

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.

54

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Convert Experiences served as an essential tool for us in optimizing our lead conversion. Their easy-to-use interface helped us double leads without requiring any development staff. I've used much higher-priced tools in the past, and Convert.com impressed me with all they offered for a fraction of the cost.”



DOUG BREAKER
CEO, CONVERSION RATE EXPERTS

“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

“I was looking for an A/B testing tool for my small-medium clients who don't have an enterprise budget for optimization. No other budget option was as polished as Convert.com. It gets the job done with none of the fluff.”



YUVAL COHEN
CRO CONSULTANT, YUVAL QEN

“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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ABOUT CONVERTIZE



Convertize was founded in 2008 and is based in London, UK. They provide A/B Testing software (Convertize A/B Testing), a Social Proof app (Nudgify), and Conversion Rate Optimization services. Convertize A/B Testing allows any business to test and optimize web content, increasing conversions, and delivering more long-term revenue. Advanced features like the SmartEditor™ allow users to edit content without touching a line of code, whilst the Hybrid Statistics Engine™ and Autopilot™ ensure tests produce reliable results, fast.

31

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

“What I particularly like is how easy it is to set up an experiment, and the visual representation of the key A/B testing statistics.”



PATRICIO TARANTINO
FOUNDER, MIXAULA

“With the easy-to-navigate UI and reporting, we were able to optimise on the go and increase conversions.”



ILAN KASAN
CHIEF EXECUTIVE OFFICER, EXCEED.AI

“Convertize helped me define and express real value for the clients of my consulting activity. Thanks to Jochen, I have optimized my homepage and my elevator pitch. I would recommend spending some time with Convertize if you are a sales or marketing manager or an entrepreneur.”



MATTHIEU ERLY
COLLIS CONSULT

“Convertize is easy to use, everything is clear even if you're not experienced in marketing and using tools. You can find lots of tips which can make your business grow faster, and even the free package gives me exactly what I need.”



ŁUKASZ WRÓBEL
FOUNDER, SHOWSKILL

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38

Total Customer References

VIEW ALL REFERENCES

ABOUT EVOLV AI



Evolv AI 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

“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

“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

“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

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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.

43

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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

“I like that I can easily make changes in the website's design without hurting conversions. OmniConvert helped us understand the value of adjusting our website based on our customers' needs.”



ADRIAN ZANFIR
DIGITAL MARKETING MANAGER, F64 STUDIO

“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

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SAMSUNG



UNIVERSITY OF LONDON

helpsystems

AVON



19

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT WEVO



WEVO is a customer experience company that offers the fastest platform for pinpointing WHY visitors are not engaging. WEVO's human augmented AI model allows marketers to optimize not only live websites but also concept designs, without the need for live traffic. Since WEVO generates statistically significant customer insights, it can be leveraged to prioritize new concepts at your company as well to learn what is working and what isn't at similar brands.

Featured Testimonials

“I love audience expectations. It makes it really clear where the site is performing, where it's not performing, and what issues we need to address.”



JOSHUA MCCARTHY
DIRECTOR, ONLINE ENROLLMENT MANAGEMENT, JWU ONLINE

“WEVO uncovered unique customer insights and delivered a landing page that dramatically increased our conversion.”



KATHY KLINGER
CHIEF MARKETING OFFICER, KAPLAN HIGHER EDUCATION

“Based on the insights and feedback WEVO provided, we were able to create a site that enhanced an action-oriented user experience. Visitors are now staying on our site longer, navigating between pages easier, and engaging more. In the 3 months since our redesign launch, we've seen several of our core digital engagement metrics increase by well over 25% year-over-year.”



ALEXANDRA THOMPSON
MARKETING MANAGER, BRAND, UNIVERSITY OF CENTRAL FLORIDA

“The insights are so rich that you can continue to reference them beyond that one test.”



ROB MADRID
DIRECTOR OF DIGITAL STRATEGY, MASSLIVE MEDIA

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