



A/B Testing Software Category

SUMMER 2026
Customer Success Report





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.

With A/B testing software, you can perform split-traffic experiments with trackable objectives to determine effective web content. Plus, you can deploy several versions of web content in real time, conduct split-URL experiments, manage and adjust traffic volume to test variations, and finally, present tools to both non-technical and technical users to conduct tests.

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.

2026 Customer Success Awards

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



* Companies listed in alphabetical order



2026

**A/B TESTING
SOFTWARE**

MARKET LEADER





ABOUT 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.

178

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Using AB Tasty, an efficient and flexible experimentation and personalization platform, enabled us to build on our optimization approach. To continue to build on that, we decided to hire Endless Gain. Working with Endless Gain means we get dedicated resources who are focused 100% of their time on improving our customers experience without the distraction of day-to-day business challenges.”

JULIAN THOMPSON
E-COMMERCE DIRECTOR, FRAGRANCE DIRECT

“EmotionsAI is always running in the background, allowing us to have a source of emotions-based data for whenever they need to test new ideas.”

AGNES LEE
UX LEAD, DIRECTASIA

“EmotionsAI is really helping us to develop new things and to think in a completely different way regarding A/B testing and personalization.”

MEVEN SIMON
CONVERSION OPTIMIZATION MANAGER, LA REDOUTE

“AB Tasty and Avid have done so much brainstorming together over the years, and the partnership is only getting stronger and stronger.”

JEFF COPETAS
VICE PRESIDENT OF E-COMMERCE & DIGITAL, AVID

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DECATHLON

agnes b.

BW | Best Western
Hotels & Resorts



Cuisine actuelle



ABOUT ADOBE TARGET



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!

675

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“By unifying our data, we started waking up to the fact that our customers' trust is an extraordinarily valuable asset. They were telling us exactly what they were looking for, and we needed to be more aligned with ways to help them.”

MELANIE BABCOCK
VICE PRESIDENT OF INTEGRATED MEDIA, THE HOME DEPOT

“Adobe's comprehensive asset management system has increased the efficiency of the way we work by making assets available to business units that may not have known they existed or been able to access them before.”

DANIEL LUTTRELL
DIRECTOR OF ENTERPRISE DIGITAL SERVICES, BRIDGESTONE

“We're shifting away from optimizing experiences for audiences to giving each person what they want. Customers see more relevant offers, encouraging them to add on services or even switch over from competitors.”

FREDERIK SCHOLTEN
CHIEF MARKETING OFFICER, TELMORE

“Flexibility and scalability were major challenges. That's why we chose to rely on Adobe Experience Manager and Adobe Campaign to build the technological base and easily activate our CRM.”

JEAN-PHILIPPE SAINOT
HEAD OF E-COMMERCE, NISSAN

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ABOUT COVEO



Coveo brings superior AI-Relevance to every point-of-experience, transforming how enterprises connect with their customers and employees to maximize business outcomes. Relevance is about moving from persona to person, the degree to which the enterprise-wide content, products, recommendations, and advice presented to a person online aligns easily with their context, needs, preferences, behavior and intent, setting the competitive experience gold standard. Every person's journey is unique, and only AI can solve the complexity of tailoring experiences across massive, diverse audiences and large volumes and variety of content...

237

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“Our metrics show that the AI-search experience is working for our customers. It's self-improving, measurable, and easy to maintain - all out of the box.”

MEGHAN GREKOWICZ
DIGITAL CAPABILITY MANAGER, DOW CHEMICAL COMPANY

“Coveo helps us deliver relevant interactions at all self-service touchpoints. Integrating with our Manage PSA lets us search and link KB articles directly from a case.”

MATHEW BREEJEN
DIRECTOR OF EDUCATION, CONNECTWISE

“Leveraging Coveo Analytics and Tableau's Snowflake, Ellucian is able to continuously optimize transformational opportunities in CX.”

KATHERINE FANJOY
MANAGER, GLOBAL SUPPORT, ELLUCIAN

“We're deflecting about 425 more cases per month than we were before, which has resulted in significant cost savings.”

GERARD CAFARO
SENIOR DIRECTOR, CUSTOMER SUPPORT, PRECISELY

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Deltek

KeyBank

AcuityBrands



Ellucian



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...

192

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“With the support from Mastercard’s Dynamic Yield, we were able to personalize the Saks.com homepage experience based on customers’ realtime purchase intent — not just static segments. That shift helped us deliver more relevant and inspiring experiences to our customers and improved conversion by nearly 10%.”

NIVY SWAMINATHAN
SVP, COMMERCIAL ANALYTICS AND CUSTOMER
INSIGHTS, SAKS FIFTH AVENUE

“With Mastercard’s Dynamic Yield and the Reconnect solution, we were able to turn quick visits into meaningful guest moments. It’s now a core part of how we personalize the booking journey.”

MARIJANA GOBO
MARKETING AUTOMATION MANAGER, VALAMAR

“Dynamic Yield is a powerful tool to help us achieve the items on our roadmap. We’re able to deliver a smoother, easier booking experience and help customers find their ideal cruise faster.”

ULRIKE POMASKA
PROJECT DELIVERY MANAGEMENT, TUI

“Dynamic Yield’s deep-learning algorithms have helped us to understand and connect with our new customers and make a name for ourselves in this region.”

FRANCIS BALOYI
ECOMMERCE LEADER, LEROY MERLIN

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chubbies

Brad’s
—DEALS—

B
BODYBUILDING.COM

AVON

Chal-Tec GmbH



ABOUT MEDALLIA DIGITAL EXPERIENCE ANALYTICS

Medallia

DIGITAL EXPERIENCE ANALYTICS

Medallia DXA 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, Medallia DXA 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.

42

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Decibel helped us find the exact pain point our customers were having and showed us what we needed to solve. It completely took the guesswork out of experience.”

SANNE ROELOFS
ECOMMERCE SPECIALIST, UNIVÉ

“Our bookings increased by 13% thanks to Decibel. It provides us with critical context behind known issues, and surfaces those that would otherwise go unnoticed.”

ELLIOT SPRING
DIGITAL OPTIMIZATION EXECUTIVE, BRITISH AIRWAYS

“With Decibel’s DXS and session replays, One Technologies serviced 40% more customers for 30% less cost while delivering better customer service.”

JERRY WELCH
SENIOR DIRECTOR PRODUCT ENGINEERING, ONE TECHNOLOGIES

“Data taken from Decibel Insight has been instrumental in bringing new business and additional revenue to the agency.”

MARTIN CRUTCHLEY
DIGITAL STRATEGIST, RETURN ON DIGITAL

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ABOUT MIXPANEL

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...

375

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Together with Mixpanel, we’ve built a robust analytics ecosystem that empowers Getir to understand and respond to user behaviors in real-time. Our goal has always been to go beyond technical support and become a strategic partner, helping Getir harness data to enhance customer experience and drive growth. We’re proud to support them in setting new standards for speed, insight, and innovation in the industry.”

MURAT YILMAZ
CHIEF EXECUTIVE OFFICER, GETIR

“With Mixpanel, we can seamlessly explore multiple scenarios and quickly answer incoming questions using its drag-and-drop capabilities. As a data team, one of its most valuable features for us is its ability to facilitate efficient A/B testing. It enables us to monitor event health post-release, quickly identify anomalies, and validate feature performance with real-time insights.”

TUĞÇE SOYDAN
DATA ANALYTICS MANAGER, GETIR

“Mixpanel helps us shorten the feedback loop for feature development. We launch an experiment, quickly analyze results, and immediately feed insights back into the roadmap—without waiting on shared resources or external teams.”

BRENNAN CLARK
DIRECTOR OF PRODUCT, SAGO MINI

“Mixpanel gives us a one-stop shop for all our communications and interactions—we can see everything that’s going on, prioritize our activities, and spend more effectively.”

NIKHITA SAGAR
STAFF PRODUCT MANAGER, TASKRABBIT

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ABOUT OPTIMIZEZY



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...

880

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Layercake has been instrumental in getting JAX to where we are today. The team was always professional and responsive, ready to go above and beyond whenever required. We are thrilled with the outcome of the upgrade and look forward to continuing our partnership with Layercake to enhance our digital offering into the future.”

ASHLIE AGIUS
HEAD OF PRODUCT & MARKETING, JAX TYRES & AUTO

“One of the biggest reasons we chose Optimizely was the ability to combine CMS and commerce. It allowed us to create dynamic, personalized experiences while maintaining a high level of control over our content strategy.”

DANIELLE MAYO
GLOBAL DIRECTOR OF DIGITAL PLATFORMS AND CONSUMER EXPERIENCE, D'ADDARIO

“Workflows in CMP make your life easy when you must manage work within a big marketing team. Optimizely CMP helps your team upscale their output. It's a highly positive experience when it comes to Optimizely.”

VIBHAV GAUR
VP OF MEDIA & ANALYTICS, RAKBANK

“We are able to calculate backwards the additional revenue we generated by running A test. And this is my first real metric, which I use to showcase the value of the experimentation programme.”

MICHAEL RICHTER
MANAGER OF CONVERSION OPTIMIZATION AND USER RESEARCH, ROBINSON CLUB

TRUSTED BY



REVOLVE





ABOUT UNBOUNCE



Unbounce is the global leader in landing page and conversion intelligence software empowering marketers to build and optimize high-performing landing pages without a web developer. Since 2010, Unbounce has helped customers generate (literally) billions of leads, sales, and signups. With easy-to-use builders designed for any skill level and AI-powered features to help launch campaigns quicker, Unbounce gives marketers everything they need to get great results and grow their businesses. Founded in Vancouver, B.C., Unbounce is a people-first business, one of Canada's most admired corporate cultures and has powered over two billion conversions...

129

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“We build these pages with our best knowledge and intention, but we haven't really done a lot of testing at all—so it'll be cool just to see what really works. I'm all for using AI as a tool to help us. I do think for certain things you need a human to come in and then do their magic but anything that helps us get there is great.”

MAGGIE TIELKER
DESIGNER, WORLD OF WONDER

“[Unbounce] landing pages give an opportunity for eCommerce sites to really think outside the merchandising strategy and around how they're delivering that product to their users. It's about making content more meaningful to potential customers. And to us, that's a competitive advantage.”

AMY LI
CHIEF GROWTH OFFICER, DYPER

“I'd recommend Unbounce because your engineers are going to love you, you're going to look like a rockstar to your boss. You're going to be able to increase your conversion rates literally within a week or less.”

JOHN SUNG KIM
FOUNDER & CEO, KAREO MARKETING

“With [Unbounce's] mobile launch, we made a tactical shift away from using Facebook Offers and utilized Unbounce to capture email address conversions.”

BRIAN DAVIDSON
CO-FOUNDER, MATCHNODE

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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.

381

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“Using VWO Insights has been a great resource for going beyond the data in our Google Analytics platform and diving more into the behavior of the users on our site. While GA data can point to user patterns, it is more difficult to see where those patterns have originated from – and VWO helps give a better look at this behavior. VWO has helped our team at Greyson Clothiers get a better understanding of how we can optimize different elements...”

THÉO MÜNCH
UX STRATEGY MANAGER, GREYSON

“At Performics, we’re committed to providing data-driven CX optimization solutions for our clients. Our partnership with VWO has been instrumental in this mission. VWO has played a pivotal role in deploying the most complex experiments. The platform’s robust A/B testing functionalities and clear data analysis have enabled Publicis AI team to conduct insightful experiments and significantly improve Aapka Painter’s website’s conversion rates.”

SOURABH ARYA
HEAD - MARTECH AND AI, AAPKA PAINTER

“Performics’ Performing Funnels leveraged VWO’s Split URL Test campaign feature that not only exceeded our expectations but also showcased their deep understanding of our industry and commitment to optimizing the user experience. Their expertise, dedication, and strategic approach have significantly contributed to our online success, and we look forward to further collaboration to achieve even greater milestones.”

ROHIN HANS
CHIEF GROWTH OFFICER, AAPKA PAINTER

“Plymouth Rock Assurance has had an outstanding experience with VWO. The tool has been incredibly reliable for us, with no downtime or inconsistencies, making it essential for testing. The support team has been prompt and helpful, ensuring smooth and efficient usage.”

CHRISTOPHER ALLEN
HEAD OF DIGITAL STRATEGY & EXPERIENCE DELIVERY,
PLYMOUTH ROCK

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2026

**A/B TESTING
SOFTWARE**

TOP PERFORMER





ABOUT AIRSHIP



Mobile app customers are 3x more valuable than non-app customers on average. Airship, the mobile app experience company, enables brands to capture that value. The Airship platform provides an end-to-end solution for capturing value across the entire customer app lifecycle — from acquisition and activation to engagement and loyalty. It starts with Airship's app store optimization (ASO) solutions promoting app discovery and downloads. Then Airship's unified cross-channel journey orchestration, intelligent content creation, and experimentation solutions allow app teams to bridge inside-the-app experiences with outside-the-app messaging to...

199

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“Mobile banking experiences require a high-touch strategy that keeps customers informed, engaged and reassured. Airship empowered us to transform the CIMB Clicks app into a virtual branch that balances the tailored service that customers expect from in-person interactions with the convenience of online operations.”

MERLYN TSAI
HEAD OF CONSUMER BANKING & DIGITAL, CIMB SINGAPORE

“I really like the ease of use, and linking the send time between messages, which helped increase productivity for our team. It's easy to see what a user journey will look like and share that view internally. I'm eager to test out new use cases, and our leadership team is pleased to see more customers come through our doors.”

CONNER FRYOUX
DIGITAL PRODUCT MANAGER, TGI FRIDAYS

“AccuWeather's proprietary severe weather processing systems in combination with Airship allow for critical near-instant delivery of severe weather notifications through our mobile applications. Seconds count in getting these life-saving alerts to our users so they can spring into action.”

CHRIS PATTI
CHIEF TECHNOLOGY OFFICER, ACCUWEATHER

“Artificial intelligence takes the guesswork out of marketing orchestration and lets our customers' data do some of the critical thinking for us. It's quickly becoming one of our 'easy buttons' to better and more productive customer experiences across every digital engagement channel.”

THOMAS NEUMANN
PRINCIPAL DIGITAL PRODUCTS MANAGER, VODAFONE

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ABOUT CONVERT.COM



Convert Experiences (Convert.com) has been the preferred A/B testing & deep personalization tool of resourceful marketers, growth professionals, and CRO agencies for the last 15 years! Starting at \$399/mo, it's widely recognized as the platform that offers enterprise-grade features like sequential testing, multivariate and multipage testing, multi-arm bandits (MABs), full-stack, and ABM-level personalization, at affordable, predictable self-service prices and with 4x faster, human support.

74

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We first started using Convert in 2016 and have built and run hundreds of tests using the tool. We originally selected Convert as it offers an outstanding feature set at a very reasonable price - and since then we have been hugely impressed. In the 8 years we’ve worked with Convert, I’ve never wanted to consider another platform. We build some very complex tests and the platform always offers the features we need. The support from the...”

DAVE GOWANS
CHIEF EXECUTIVE OFFICER, BROWSER TO BUYER

“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

“Convert Experiences makes it really easy to access everything. The UI is intuitive and has many thoughtful features. And ConvertK keeps rolling out new features, almost all of which are available to every plan tier, which is a real differentiator for an experimentation platform.”

KATHRYN MUELLER
ROI REVOLUTION

“Conversion Rate Experts is an international consultancy that inspires and helps website owners to dominate their market using a systematic approach to conversion rate optimization.”

BEN JESSON
CEO AND CO-FOUNDER, CONVERSION RATE EXPERTS

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ABOUT DEVCYCLE



DevCycle helps modern dev teams release code faster and safer. It is a new vision of feature management that goes beyond only risk reduction but maximizing feature impact. DevCycle is for software developers who are tired of the stress, complexity, and risk that come with releasing new code. Feature management is more than just getting to production with the lowest risk. The success of a feature should be defined by more than operational stability.

47

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“DevCycle has become an indispensable part of our feature management strategy. The platform enables us to efficiently control the release of features, integrations, and early access functionality...we've successfully used DevCycle to roll out major product enhancements, such as our new SSO and MFA login experience, AI assistant, and AI report builder.”

JON CAIN
SOFTWARE ARCHITECT, BIGTIME

“With DevCycle, we've significantly improved our development process, reduced risk, and delivered a more customized and impactful experience to our users. It's an invaluable tool for any team looking to take their feature management to the next level.”

ERIK HEINEMARK
CPO AND CO-FOUNDER, FORZA FOOTBALL

“DevCycle is one of the most intuitive feature flag managers we've ever worked with. DevCycle support is top class, with account managers and developers within easy reach.”

MICHAEL WALLACE
STAFF SOFTWARE ENGINEER, BAZAARVOICE

“Through our use of DevCycle, paired with development process improvements, we reduced production incidents by 90%.”

KATHERINE KURTZ
SENIOR DIRECTOR, RBC

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ABOUT INSTAPAGE

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.

97

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Instapage was a clear choice for us for various reasons, including how flexible the platform is. More than that, we wanted to provide a tool to each of our countries that could function for either B2B or B2C campaigns and that, importantly, was intuitive enough to be used on their own without having to hire additional resources. Pricing, mobile-first design, integration with Salesforce and other tools, and ease of use are all factors that played into our decision to use Instapage.”

JULIANO ALLEGRINI
GLOBAL HEAD OF MARKETING, GENERATION

“Instapage has supported us in doubling or even tripling earnings per click for many of our clients. The ability to easily create and test high converting templates and page elements has accelerated our CRO process and continues to help us drive value for the brands we work with.”

DUNCAN MCINTYRE
CREATIVE MANAGER, PILOTHOUSE

“Instapage has exceeded my expectations. We're growing fast internationally, and Instapage allowed us to go more places, faster.”

GRAHAM JONES
CHIEF EXECUTIVE OFFICER, ESALON

“Instapage captured the look and feel of our online advertising, but optimized it for higher conversions.”

JON SCHROEDER
PRESIDENT, ATLANTIC RELOCATION SYSTEMS

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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...

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“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

“We chose Kameleoon as our experimentation platform because it met our technical requirements, particularly for our SPA website, while offering advanced features (AI personalization, product recommendations) and the ability to test on mobile. Kameleoon is now a key pillar in achieving our CRO objectives.”

VÉRONIQUE LANNUZEL
HEAD OF DESIGN THINKING & CRO EXPERTISES
CENTERS, ORANGE

“Kameleoon’s advanced resources enable us to easily validate hypotheses about the customer path. Although simple to set up, this test has nevertheless a significant impact on the performances of our sites.”

COLIN GOLBERG
MONETIZATION AND OPTIMIZATION MANAGER, M6
WEB

“Kameleoon understands SPA websites better.”

FLETCHER YOUNG
PRODUCT MANAGER, THORTFUL

TRUSTED BY

Cdiscount

l'Étudiant

konversionsKRAFT

GRUPE
BPCE

Belambra
clubs



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.

139

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“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

“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

“I really liked what I was teaching, I felt like it was really important and people need to know this. I thought ‘How can I do this in a way where I'm not going to be working myself to death and I can actually make some money.’”

SHELBY DEVORE
FOUNDER, FARMINENCE

“I love crafting and I love teaching people how to build businesses, so this seemed like a perfect fit for me.”

STAMP ME SOME LOVE

TRUSTED BY



GET ORGANIZED HQ.





ABOUT MONETATE



Monetate is shaping the future of digital customer experiences. Powered by patented machine learning, Monetate empowers organizations to use relevant data to make the most intelligent and personalized decisions across touchpoints. Capabilities such as testing and experimentation, recommendations, and automated 1-to-1 experiences give brands the ability to deliver the right experience at the right time to their customers. Monetate has incorporated powerful capabilities from Certona to provide the most comprehensive personalization solution, all within a single platform...

47

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“It’s so easy to see and understand the results from what we implemented. Before it was hard to have a conversation when we’re looking at different resources and different data, but with Monetate, it’s so clear, it becomes easy to make the right decision together as a team.”

CASEY MORRISON
E-COMMERCE DATA, DARN TOUGH

“Monetate has been a long time trusted partner of ours for website testing and targeting, so we were excited about the opportunity to deploy machine learning with them.”

MATHEW VERMILYER
PROGRAM MANAGER, PERSONALIZATION, OFFICE DEPOT

“Using Monetate, we’ve seen big improvements in homepage performance and can easily see which experiences are relevant for each customer.”

MATTIE BLEVENS
ECOMMERCE MERCHANDISING MANAGER, HELLY HANSEN

“Working with Monetate makes it easy to maintain our creative as well as segmenting content to the right customers.”

LIZ BONDELID
ECOMMERCE MANAGER, HELLY HANSEN

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FRONTGATE

GRAHAM & BROWN
EST. 1946

JD·WILLIAMS



ABOUT SPLIT



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...

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FEATURED TESTIMONIALS

“Split provides so much more than just a tool set change in that respect. You know, it sounds simple, feature toggles, but it’s transformative in nature. It’s transformative in terms of the teams, in terms of the culture that we adopt.”

MIRZA BAIG
SENIOR VP OF ENGINEERING, EXPERIAN

“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

“Split has enabled us to move much faster. We can ship code straight through to Production knowing that our users won’t see it until we’re ready to show them.”

CHRISTOPHER CHILD
PRODUCT MANAGER, SEGMENT

“Split allows us to safely merge code with confidence.”

JIMMY DEPETRO
HEAD OF ENGINEERING, WAGI

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eventbrite

Dropbox Sign

Checkmarx

bynder

affirm



ABOUT SPLITMETRICS



SplitMetrics is an ecosystem of products and services gathered under the same roof of the SplitMetrics brand: SplitMetrics Acquire (formerly SearchAdsHQ), and SplitMetrics Optimize our A/B testing platform, joined by SplitMetrics Agency. We are dedicated to enabling mobile-first businesses and brands worldwide to simplify their way to business success. An Apple Search Ads Partner, with a dedicated team of 120+ experts who live and breathe mobile app growth, SplitMetrics is obsessed with making its customers successful. That's why top world app and game publishers choose to grow with SplitMetrics. Visit www.splitmetrics.com to unlock new levels of...

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FEATURED TESTIMONIALS

“SplitMetrics have done a great job in helping us scale Apple Search Ads for our Photo & Video app in the USA and new markets. Their deep understanding about ASA, and constant campaign optimization techniques helped us achieve excellent results. Their communication skills are also fantastic we are in constant contact and this allows us to adapt quickly to changing market conditions.”

RITVIK MENON
MANAGING DIRECTOR, LIVINTIS

“With SplitMetrics, we have the possibility to track metrics related to user behaviour, such as: time users spend on a page, scroll depth, engagement etc. and that gives us the opportunity to analyze each creative element on the store and how it is impacting user attention.”

DANIEL JAJETIC
USER ACQUISITION MANAGER, NANOBIT

“For our experiments, we have chosen SplitMetrics platform as it allowed us to build the tests very quickly and iterate on our results. It made our store optimization efforts easier.”

MALLZEE

“Empowered A/B testing helped us accelerate our ASO strategy iterations and enrich the use cases for our internal download links.”

XIN DONG (JANE)
SOFTWARE ENGINEER, ALIEXPRESS

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2026

**A/B TESTING
SOFTWARE**

RISING STAR





ABOUT CONVERTFLOW



ConvertFlow is the all-in-one funnel builder for ecommerce. Create, test, and personalize popups, forms, quizzes, product recommendations, landing pages, and more—no coding or developers needed.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“ConvertFlow allows marketing teams to create conversion opportunities like modal, corner, quizzes and email sign ups. It also has a super powerful landing page tool builder that rivals all the big names with more functions at a lower monthly price.”

KIEL OLVER
FOUNDER, PROPEL

“I use tools like ConvertFlow, because it lets me quickly display CTAs across my website when I’m getting lots of traffic. For example, I always test a new headline in ConvertFlow before I try it on a landing page.”

BOB WARFIELD
FOUNDER, CNCCOOKBOOK

“We primarily use ConvertFlow for displaying pop-ups, banners, and other types of messaging within our own SaaS application. It offers us the flexibility to show the whole gamut of content types.”

NIC MILLER
DIRECTOR OF MARKETING, FUNDRAISE UP

“ConvertFlow is a great tool for marketers looking to advance their craft.”

ANDREW MATTOCK
MARKETING AUTOMATION MANAGER, INVISION

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ABOUT CROCT



Croct is the headless CMS with built-in personalization, A/B testing, and analytics, enabling teams to create tailored digital experiences that boost engagement and drive conversions. With ultra-low latency, flexible integrations, and a component-based approach, Croct combines high performance and full control for developers with intuitive tools for marketers to personalize content effortlessly.

33

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FEATURED TESTIMONIALS

“Croct is a great partner of the Parque Bondinho Pão de Açúcar and has brought significant solutions to our digital marketing efforts. Today, we are able to have a more accurate understanding of our customers and achieve better results in online sales.”

HERBERT SALLES
DIGITAL MARKETING, BONDINHO

“Croct is an efficient customization tool. One of the best features is the ability to create slots, which makes implementation and testing much faster. While initial setup needs some dev time, the long-term benefits far outweigh this effort.”

ALINE GONÇALVES
CHIEF REVENUE OFFICER TECH LEAD, MEDIA.MONKS

“Croct lets you create personalized website experiences based on user navigation. Speaking of e-commerce, we can direct the user to the right path based on previous visits. The personalization tool is powerful and easy to implement and use.”

DENNER GOMES
TECH LEAD, HERING

“Simplicity and ease. These are the main differentials we found when we chose Croct as a partner to help us customize and offer a differentiated experience throughout the trajectory of our customers!”

LUCIANO PASTUCH
GROWTH ENGINEERING MANAGER, CONTABILIZEI



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ABOUT EVOLV AI

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.

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FEATURED TESTIMONIALS

“Evolv AI has created a culture of experimentation across our organization. It's created a culture of asking questions and testing ideas that previously would not have been considered. We're now making more data-driven decisions, and it's helping us create a better experience for our customers.”

JASON VICKERS
DIRECTOR OF SYSTEMS & TECHNOLOGY, TEA

“The partnership with Evolv AI has been transformative. The AI-driven optimization not only streamlined our testing process but also delivered quick, tangible results. Seeing an 8.1% lift in conversions and a \$5M increase in annual revenue is a testament to the power of their technology.”

HEALTH & BEAUTY RETAILER

“While A/B tests show positive effects after an average of 3 to 4 tests, each single Evolv experiment generates significant results.”

GUIDO JANSEN
CHIEF PSYCHOLOGY OFFICER, EUROFLORIST

“Evolv AI's granularity eliminates the noise that comes with split testing.”

LEONARDO DANCONIA
CHIEF EXECUTIVE OFFICER, INBOUNDS.COM

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AT&T





ABOUT INTELLIGEMS



Intelligems is Helping e-commerce companies optimize profits and improve margins by providing a suite of tools to run tailored experiments on prices, discounts, shipping rates, content, campaigns, and more. They want to help e-commerce entrepreneurs improve their businesses and make more money, by helping you use data to manage your pricing and profitability more effectively.

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FEATURED TESTIMONIALS

“One of the best apps we've installed. The team was so helpful and monitored our promotion to make sure everything was running smoothly. They were able to make customizations for our site. Super responsive over email and just so impressed with their service. The app itself was amazing- really helped increase our order volume. Our customers loved it too. The discount was automatically applied and it was super seamless. Highly recommend working with Intelligems and using their app! Thanks for everything!”

MINI DREAMERS

“We used this app for testing both product prices and our free shipping threshold and the results have had a tremendous impact on our business. The Intelligems team is incredibly responsive and has gone above and beyond to help us analyze results and set up customized tests. We cannot recommend them enough!”

TEN LITTLE

“Thanks to the data provided by the shipping tests they ran in the Intelligems app, the brand was able to implement a significantly better strategy for their shipping rates, boosting revenue by 3%.”

CPG BRAND COMPANY

“At a high level, the results we've driven using Intelligems are individual tests driving seven figures in gross profit straight to the bottom line.”

MICHAEL
JAXXON

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beards
& daisies

FULTON

dossier

KORA™
ORGANICS



ABOUT LANDINGI



Landingi a comprehensive platform for creating stunning landing pages. Landingi makes it easy to create high-converting landing pages without coding skills. With over 100 fully customizable templates you can create landing pages in minutes, optimize them with A/B testing and integrate your landing pages with your marketing stack to make your lead generation process even more effective! Their time-saving solution let thousand of marketers focus on planning marketing campaigns rather than waiting for new landing page.

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REFERENCES**

FEATURED TESTIMONIALS

“Driving traffic to a non-optimized landing page does not guarantee conversions and achieving results you’re responsible for.”

ARTUR JABŁOŃSKI
JABOSKI

“We needed to speed things up and be able to make edits in real time without waiting for IT or external production teams.”

ANDRZEJ SILSKI
ONLINE MARKETING MANAGER, OTODOM

“What I like about Landingi is that I can teach anyone how to ‘click out’ a landing page in a matter of hours.”

TOMASZ WIĘC
CHIEF EXECUTIVE OFFICER, KAMAN

“Landingi allow us to create a functioning page that responds to our needs in just a few hours.”

KINGA BOBROWSKA
MARKETING & AI PROJECT LEAD, INFOSHARE ACADEMY

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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.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“The team we worked with at Omniconvert was reliable, committed, and highly skilled. They embraced our conversion challenges so fully that interacting with them was like interacting with internal staff. Our problems became their problems, and thankfully their experience and skill helped us to fix those problems. They earned my trust and the wonderful results of their work have endeared me to their company. Thank you, Irina, Matei, and Maria for your valuable insights and impressive talents.”

KAMY AKHAVAN
CHIEF EXECUTIVE OFFICER, PROCON.ORG

“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

“They used Custom audiences based on the most valuable RFM segments and Lookalike audiences based on clients that bought a specific product or category.”

VALENTIN RADU
CHIEF EXECUTIVE OFFICER, MAVERICKS

“Provides super useful insights into customers, LTV, and AOV. Love that they integrate with Klaviyo so you can speak directly to your most/least valued customers.”

SCARFLINGS

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