

# Conversion Optimizer

A/B and multivariate testing for site search and navigation

**Improve sales and conversions from search and navigation pages**

Conducting A/B or multivariate tests can be time-consuming and inconclusive, leading to speculation about ways to best optimize your site search and navigation pages. Eliminate the guesswork and reduce the workload with Conversion Optimizer from SLI Systems.

Conversion Optimizer allows you to quickly and easily run tests, view the results, and control which variations are being tested. The process helps you gain insight into customer behavior to determine how to adjust your site search and navigation experience - better meeting your customers' needs and producing the best results for your business.

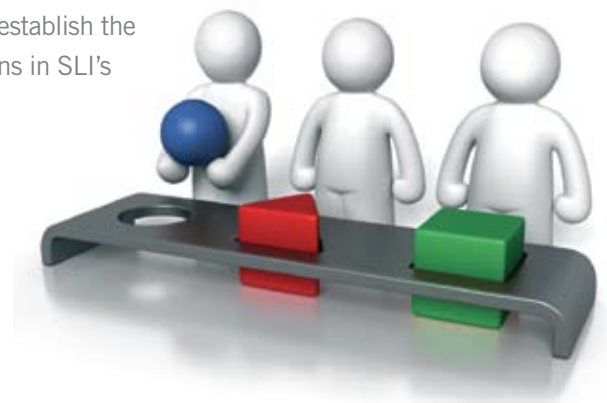
## Testing can be tough and time-consuming - but not with SLI as your partner

With Conversion Optimizer from SLI you can test variations in site design, formatting and lay-out and see how the changes impact visitor behavior. For example you can test different options in the layout of your search results to decide the best sized product thumbnail images to show, or whether a grid or list view is most effective.

As with our managed site search and navigation products, SLI will do all the hard work so that you can focus on your business. With Conversion Optimizer, you don't need to spend time building individual tests. Instead, you work with your Customer Success Manager at SLI to define the features and options you want to test, and how many of your site visitors will view each page variation. The Customer Success Manager works with the SLI engineering team to establish the testing parameters. You can then review the different testing variations in SLI's Merchandising and Administration Console and activate the testing.

## Benefits

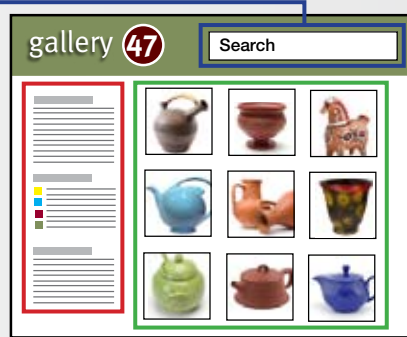
- > Easily conduct A/B and multivariate tests
- > Control tests and variations with one click
- > Near real-time reporting
- > Exclude poorly performing variations
- > No complex site coding/ tagging required
- > Supported by SLI's search and navigation experts
- > Results shown in SLI's merchandising console



## MULTIVARIATE TESTING

### Combinations

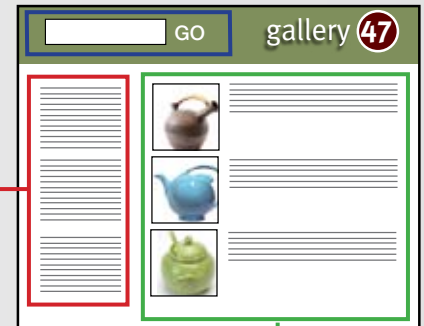
A C B



12%  
Higher  
Conversion  
Rate

### Combinations

B B A



4%  
Higher  
Conversion  
Rate

Position of the Search Box

Refinement options

Search results format

*This example only shows 3 variations being tested on a search and navigation page, Conversion Optimizer can test many more variations at the same time*

Choose the part of the conversion funnel you want to optimize - from counts of customers who see particular pages (for example, product pages), to the total value of products added to shopping carts or the revenue from completed carts.

You have control over the tests being performed, without the headache of the complex configuration steps required by other testing systems. You can stop any testing variation, or even an entire test, with a mouse click. You can also automatically stop variations that are performing poorly. In addition to these user-friendly controls, you have access to reporting that presents actionable data within minutes of activity occurring on your website. In these easy-to-understand reports you can find out instantly how each page variation is performing and how to best optimize your site.

### Share strategies with your team

Conversion Optimizer makes it easy to capture and share insights from a specific test with others in your organization. Add notes to a test explaining why certain variations were not successful, and which ones tested well. Anyone with access to the console can view these notes and add their own.

*"SLI's new Conversion Optimizer brings simplicity and accessibility to testing, without sacrificing sophistication. Additionally, SLI's expert team handles most of the heavy-lifting and gives merchants and marketers the help they need to generate results quickly and without pain."*

**Susan Aldrich**

SVP Patricia Seybold Group.

### SITE SEARCH THAT LEARNS • MERCHANDISING • USER-GENERATED SEO

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