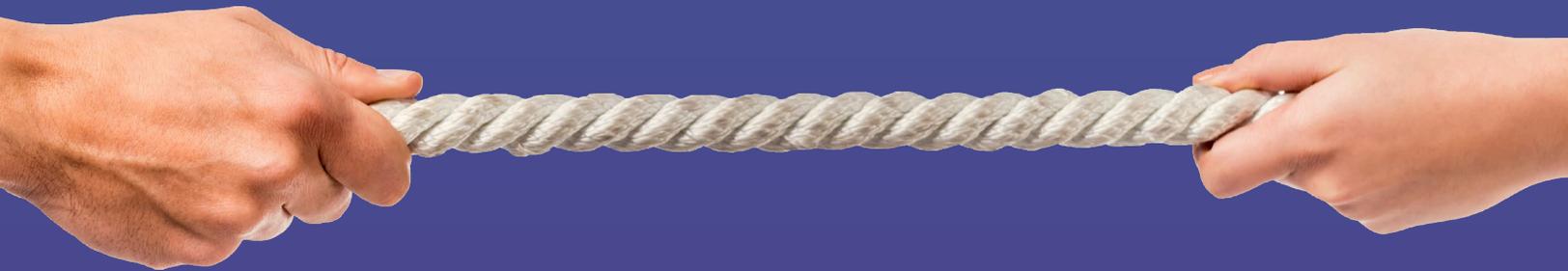


17 Compromises You're Making with Optimization and Personalization



SITESPECT

When you have to rely on a piecemeal tech stack to manage all of your digital optimization needs, you compromise. Most marketers and developers think these compromises are just a necessary part of the work; they can't have their cake and eat it too. Even worse, many people don't even realize the compromises they're making.

You need only one tool to handle all of your digital optimization needs: SiteSpect. We can handle your A/B and multivariate testing, personalization, recommendations, real-user monitoring, and advanced analytics. And, because SiteSpect is the only tool that does not depend on JavaScript tags to execute changes, you don't have to make any of the compromises you're used to.

This ebook walks through the compromises you may be making and why they're so harmful to your business. SiteSpect doesn't require you to compromise on anything; if you find any of these compromises familiar, it may be time to evaluate SiteSpect as your optimization solution.

Marketing Compromises

1

Your user experience is compromised by inconsistent experiences across devices.

SiteSpect is truly an omnichannel solution. We create a smooth customer journey, even when it hops from a phone, to a tablet, to a desktop.

2

You compromise the value of your CMS.

You should be able to test and personalize experiences you build within your CMS. SiteSpect allows you to do that; tag-based tools don't.

3

To test and personalize, you compromise on site speed and performance.

SiteSpect does not add latency or flicker to the user experience because we don't rely on JavaScript tags loading in the browser. Plus, our RUM tool allows you to precisely measure the performance impact of any campaign.

4

You compromise the sophistication and speed of your tests because you have no built-in support or partnership.

SiteSpect is *your* partner. Here with expert support, 24/7/365. From training your team to consulting on strategy and building campaigns, we offer whatever level of partnership you need.

5

You compromise clients' security and data privacy or give up important experimentation due to security concerns.

SiteSpect is third-party certified for PCI compliance, meets all other major security requirements, and has always been GDPR and CCPA compliant. We are the only solution not affected by Safari ITP or Firefox ETP.

6

You compromise on SEO for the sake of CRO.

You shouldn't have to choose between SEO and CRO. SiteSpect uses rewrites instead of redirects, so there's no SEO penalty for testing content.

Rewrites Over Redirects

A choice between poor conversions and poor conversions isn't a choice. That's why SiteSpect doesn't use redirects to deliver site variations. We use rewrites, meaning we segment and implement the changes before the request reaches the server. Put simply, SiteSpect rewrites aren't subject to any search engine penalties, so you can optimize for search engines and conversion rates together, as it should be.

7

Your full stack solution isn't managing sessions, so you compromise on learning.

SiteSpect comes with out-of-the-box session management and metric collection.

8

Your Visual Editor doesn't work on your SPA, so you can't test as quickly and depend on massive dev efforts.

SiteSpect was purpose built to test SPAs; everything you can test on a traditional website (including using the Visual Editor), you can test on your SPA.

Dev Compromises

9

You compromise testing capabilities to have an SPA.

Whatever SPA framework you use, SiteSpect works with it. Use our Visual Editor, Find and Replace, and Origin Experiments to test your SPA.

10

You compromise the health of your releases because you can't release test on live users before deploying.

SiteSpect lets you test new releases on a percentage of actual traffic before you release anything.

11

You compromise the integrity of your server stack because you have to install so much third-party code.

SiteSpect requires no additional code.

12

Your QA process is unreliable, so you're never completely sure what your visitors experience.

SiteSpect lets you preview any experience as any user for combinations of locations, devices, behaviors, referral URLs, cookies, or headers.

13

You compromise on growing your optimization program because of your tool's limitations.

SiteSpect allows you to scale your program as you grow. We can handle as many tests as you'd like to run, so we'll never hold you back.

Analytics Compromises

14

You compromise on your learning because you can only measure a few KPIs.

With SiteSpect, you can track as many KPIs as you like, plus create custom ones.

Data Quality

Tag-based optimization tools are subject to misfires and inaccuracies. While you try to make data-based decisions, your optimization tool skews your findings. SiteSpect isn't subject to these inaccuracies. It's the only tool that gives you accurate, reliable, consistent data, so you can make data-based decisions to optimize your site.

15

You trade data quality for testing and personalization.

SiteSpect guarantees absolutely accurate data, because there is no risk of JavaScript misfires. Plus, SiteSpect can integrate with any analytics tool, so you can be sure your data is consistent and healthy.

16

Your tags are blocked by Safari and Firefox, so you compromise either optimization efforts or analytics health.

SiteSpect doesn't rely on tags to execute variations and is the only solution not affected by Safari ITP or Firefox ETP.

17

Your optimization tool doesn't integrate with your external analytics tool, so your data management suffers.

SiteSpect can integrate seamlessly with your analytics platform, giving you the power and flexibility to measure, report, and learn.

SITESPECT

SiteSpect is leading the advancement of customer experience management. We offer optimization, testing, targeting, product recommendations, and personalization empowering the world's most successful digital businesses to create a superior customer experience that drives revenue, reduces costs, and mitigates risk.

SiteSpect developed the industry's first digital optimization platform 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 and ultimately achieve market leadership. Our patented approach, together with our thorough understanding of the business and technical realities of optimization, has put SiteSpect at the forefront of enterprise-level customer experience optimization and testing.

We are passionate about our customers' success. Not only are we dedicated to delivering superior optimization solutions, we focus on providing comprehensive services, support, and training. SiteSpect's world-class services team provides companies with as much or as little support and expertise as they need to ensure success.

Contact us today to learn more about customer experience optimization with SiteSpect.