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Overcoming Optimization Challenges

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The leading industry event by digital marketers for digital marketers

“In my experience, the way invention, innovation and change happen, is a team effort... You develop theories and hypotheses, but you don’t know if readers will response. You do as many experiments as rapidly as possible.”

Jeff Bezos

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Benefits of Testing

- Personalized Experiences
- Automation and Marketer Control
- **Generate More Revenue**

Findings from Adobe Test Labs

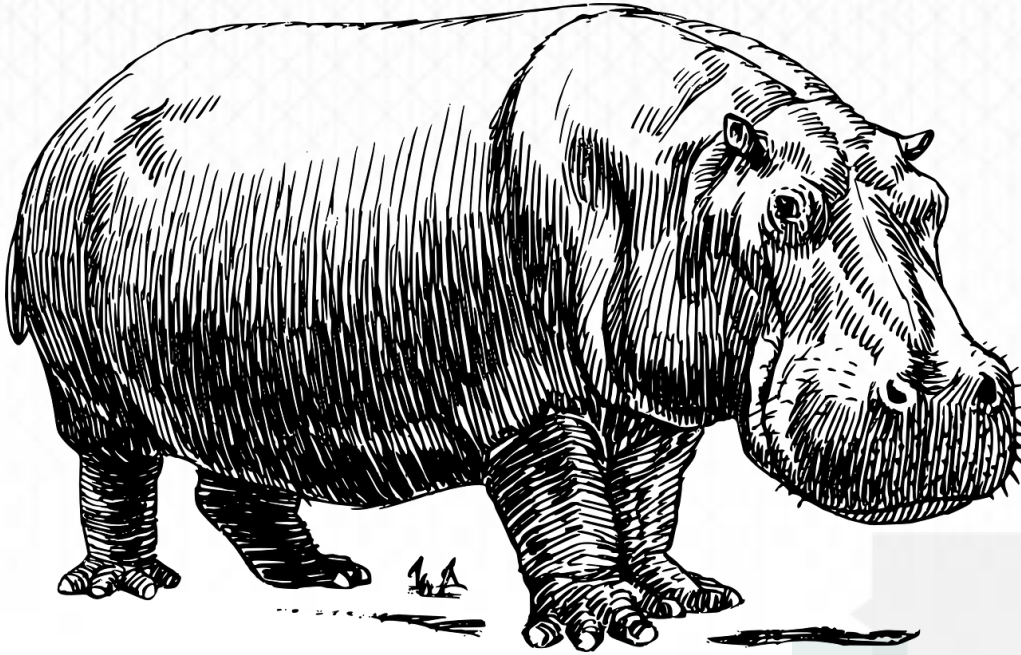
- Top converting companies are 43% more likely to use a variety of targeting techniques
- Automation increases the average conversion rate from 2.6 to 3.6 percent
- Winning tests provide 30% lift



Natural Adversaries

- Status Quo
- Unclear KPIs
- Incomplete Data
- Silos

Biggest Adversary



Highest
Paid
Person's
Opinion

What are the real reasons?

- Fear of being proven wrong
- Fear of change
- Fear of losing control
- Fear of what we don't know

Solutions

- Educate across your organization
- Source test ideas from each division
- Structured process for generating test ideas
- Quarterly benchmarks and regular reviews
- Evangelize test results

Practical Takeaways

- Don't run just one challenger
- Don't guess what matters
- Don't chase big wins
- Don't test content
- Don't wait for perfection