

Fresh Relevance Launches Split Testing Feature for Retail Website and Email Optimisation

Take the Guesswork out of Content-Driven Marketing for Online Retail

Fresh Relevance, the marketing hub for online retailers, today announces the launch of its Split Testing feature. Marketers can now take the guesswork out of website and email optimization, by using hard data and revenue to select the best content such as Product Recommendations, Countdown Timers, Banners and Coupons to present to customers.

Split testing, also known as A:B Testing or Multivariate Testing, is a popular method of market research, and now Fresh Relevance makes it quick, simple and affordable to conduct, over and over again, ensuring website and email content is optimized for the very best performance.

CEO of Fresh Relevance, Mike Austin, comments: “The new Fresh Relevance Split Testing feature allows marketers to quickly try out new ideas and campaigns on a small percentage of shoppers, before making sweeping changes that may or may not deliver the desired returns.”

The feature works by comparing the performance of two or more pieces of content. An easy-to-use percentage slider controls how many shoppers see what, while marketers can sit back and monitor which content is receiving the most click throughs and/or conversions. Armed with the results the slider can be reset to display ‘winning’ content 100% of the time. Examples where the Fresh Relevance Split Testing feature is ideal include comparing several product recommendations, with different data rules, to see which types of product appeal most to shoppers. Or, comparing a Countdown Timer vs. a Weather Forecast, or different Coupons.

The Fresh Relevance Split Testing feature is available now. The company has also produced a How to Conduct a Split Test (A:B Test) infographic available at: <https://www.freshrelevance.com/blog/how-to-do-split-testing>.

About Fresh Relevance

Fresh Relevance is the marketing hub for online retailers. We increase sales with personalised customer experiences and real-time marketing tactics across email, mobile and web. Our marketing hub unifies siloed systems without the need for an integration project. We deliver full control of real-time marketing tactics such as triggered emails and cross-channel personalisation. Organisations using

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Fresh Relevance include: Cottages4U, Emma Bridgewater, illy, Moss Bros, Thorntons, White Stuff and 7dayshop.

URL: freshrelevance.com

Twitter: @Frelevance

LinkedIn: fresh-relevance

Editorial Contacts

Graham Thatcher

Chief PR

Tel: +44 (0) 7933 673240

Email: graham.thatcher@prbychief.com