

Optimize Every Customer Interaction

Easily Create Winning Experiences with Certona Smart Test & Analytics



An evolution of A/B and complex forms of multivariate testing, Certona's Smart Test & Analytics solution enables optimization of every aspect of personalized experiences. Accessed through our easy-to-use experience manager, Certona provides marketers the ability to run simultaneous tests that provide fast and accurate results by isolating test variables, auto-balancing audiences and coordinating winning experiences across all digital assets, sites and channels.


20% OFF RUNNING GEAR vs. 20% OFF ACTIVEWEAR



Yoga & Pilates The Gear You Need vs. All Snow Sports The Gear You Need



Prepping for Race Day Read Now vs. SoCal Top Mountain Biking Trails




Trending in San Diego



Best Sellers Trending Accessories

North East Hot Sellers



Best Sellers

Personalization Testing | Maximize Results

Leverage Certona's one-to-one real-time patented technology to test and optimize predictive experiences based on a combination of customer profiles, in-session activity, context and segmentation. Quickly identify and easily promote winners.

Target by attributes such as location, gender, historical behavior, profiled preferences, segmentation and more.

- Offers
- Hero shots and messaging
- Brands
- Categories
- Articles, blogs, advice, videos and more
- Dynamic titling and recommendations

Test a variety of personalization types and business rules.

- By slot
- Across entire container

Display Testing | Fine Tune Aesthetic Elements

Narrow down the design elements that positively impact site interaction.

- Buttons and Colors
- Certona Spotlights
- Ratings and more

Layout Testing | Optimize Page Performance

Determine the best location for personalized containers to generate optimal response.

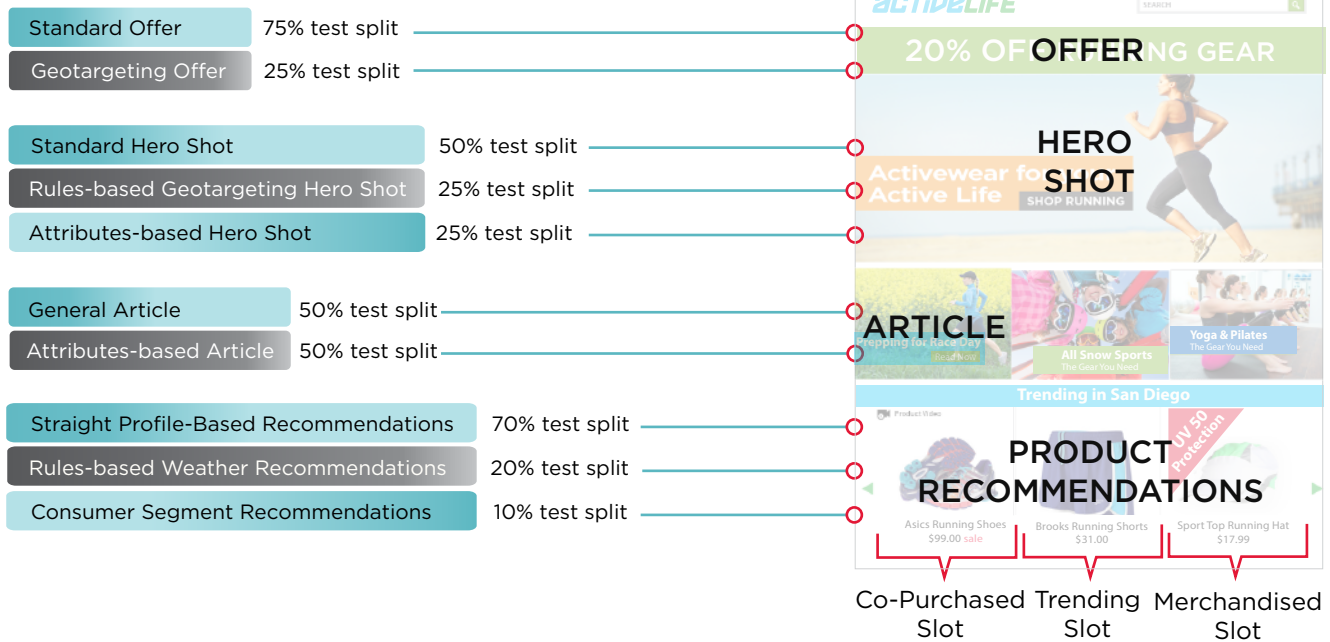
- Product Recommendations
- Content
- Offers



Run Multiple Concurrent Tests Without Interference

With a dedicated lane of site visitor traffic for each experience, simultaneous tests can run independent of each other, ensuring accurate results. Optional test split control eliminates the math and guesswork by automatically balancing site traffic and optimizing audience size to reduce risk and quickly reach significance.

Example Home Page:



- 01 Identify elements you wish to test.
- 02 Create, select or duplicate the test experience. Make your changes. Activate test.
- 03 Check for significance. Review test. Read results.
- 04 Promote winning experience.

Simple to Set Up

Utilize intuitive navigation and flexible tools within Certona Experience Manager to easily set-up and begin running tests.

Monitor Results with One Click

View the entire site test plan at a glance for a big picture of all tests running. With a single click, review detailed test reports to evaluate metrics and ongoing test performance.

Take Action!

Once a winner is declared, it takes just one click to promote the test and then implement as desired across digital assets, sites and channels.

Gain an Engagement and Conversion Advantage with the Complete Certona Personalized Experience Management™ Solutions Suite