

Eliminate Guesswork & Boost ROI with Testing & Experimentation

A robust testing program is the foundation to creating a data driven culture across your organization. Businesses constantly need to be optimizing their digital assets in order to remain competitive and with Monetate experimentation is made both easy for non-coders to use but also flexible enough to work for technical users too.

Powered by the world's leading brands:



Office DEPOT

rue21

DUNKIN'



Lufthansa

Waitrose

Make Data-Driven Decisions & Deliver Top Results

✓ USE MACHINE LEARNING TO MAXIMIZE ROI

Machine-driven tests will always optimize toward your given goal, whether that's increasing conversion, reducing bounce, or a custom metric.

✓ COLLECT & ACTION VALUABLE CUSTOMER INSIGHTS

With democratized, real-time analytics, you can remove customer insight silos and enable business users to react to insights when they matter most.

✓ DEPLOY EXPERIENCES FAST ANYWHERE

Monetate easily connects to tech stacks to help you see ROI sooner and with less resources.



With Monetate, leading sock brand **Darn Tough** has developed a scalable testing and personalization strategy by making it easy for key teams to deliver, interpret and iterate experiences.

12%

Increase in AOV

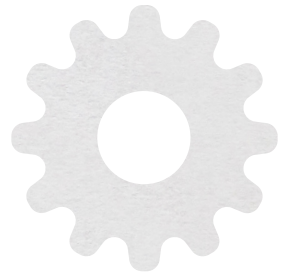
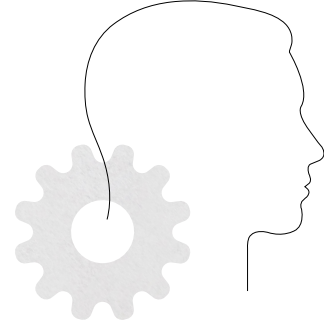
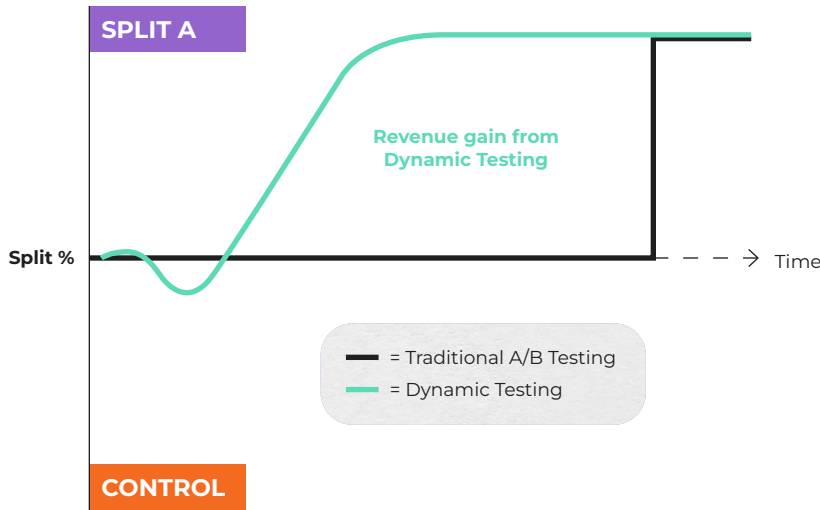
8.4%

Lift in Conversion

3.3%

Uplift in New Visitor Conversion

A Powerful Set of Optimization Tools at Your Disposal



ML-Powered Dynamic Testing

Minimize risk and maximize ROI with Dynamic Testing. Dynamic Tests analyze experience results in real-time and automatically adjust variant distribution and downplay low performers. Move away from exposing customers to poorly performing variants and see ROI faster.



Robust AB/ABn & Multivariate Testing

Easily launch AB, ABn and multivariate tests to optimize messaging, layouts, content, product recommendations, social proof, and much more. Run controlled experiments between different variants using statistical analysis to optimize against out-of-the-box or custom site performance metrics.



Segmented Experiences

Easily test and deliver different content to custom, or automated groups of all sizes, no coding skills required. Upload your own data or utilize over 150 Out-Of-The-Box targets including: browser/device type, source, time, geography, weather, browsing data, and more.



Omnichannel Reach

Deploy experiences across all your channels. We mean everywhere — in-store, online, via email, in the call center and on mobile applications. Become smarter about your customers and optimize the experience wherever your customers interact with your brand.



Improve Page Load Speed

With a lightweight tag and unique architecture, Monetate is the least impactful CRO tool on page load speed on the market to date and clients have the stats to prove it.





Analytics & Insights

Comprehensive analytics for all experiences, detailing statistical significance, impact to both out-of-the-box and custom metrics, and next best action, updated in real time.



Single Customer Views

Keep experiences consistent no matter the device or touchpoint. With Customer Views you can ensure that visitors see a consistent brand experience across channels.



Intuitive UI

Empower the entire team with the powerful marketer-friendly interface. Remove the burden on IT and give your team the agility to forge ahead unencumbered by technical requirements.

