

Evaluating & Selecting Enterprise Optimization & Testing Platforms

In the past decade, the maturation of applications for optimizing and testing on web sites, mobile sites, and mobile applications has been significant. Adobe and Optimizely have emerged as leaders in the space, and are generally the applications 6D Global is implementing and managing for clients. Both applications have different strengths and weaknesses, and like a web analytics platform, need to be evaluated within the context of an organizations specific optimization needs. We work with our clients to ensure they're maximizing the potential of their respective platform and other resources.

OPTIMIZELY

Optimizely began as a Y-Combinator startup in 2010. Despite it's brief history, it has become a darling of the Bay Area startup scene, as well as the chosen optimization and testing platform for many large enterprises and global brands.

Ease of Use

Optimizely heavily touts the benefits derived from it's ease of use – the biggest being velocity of testing. Being able to more easily setup and launch tests, enables companies to move through more tests in a shorter period of time. This increased velocity results in faster time-to-ROI, and generally increased ROI in given time periods (e.g. each year).

API Connectivity

Optimizely has a robust developer API. This allows for the control of tests, as well as access to results through the API. This allows for the creation of very dynamic experiences, based on users behavior in testing scenarios. Some examples for how the API can be used are integration with a CMS to allow users to control tests from the content management console, or exporting test results to an email marketing platform to align campaigns with winning experiences.

Mobile Testing

Optimizely has placed significant focus on mobile testing in the previous 2 years. It includes a very user-friendly interface for non-technical users to develop and push tests to native mobile applications without undergoing app store approvals. For developers, in-house SDKs enable

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testing no matter how customized the app is. Optimizely views themselves as leaders in mobile testing, and is undoubtedly backing that up with development focus.

Event-Based Test Activation

Though inevitably a feature competitors will replicate at some point, event-based tests can be triggered via JavaScript. With the rich nature of sites and applications, and the complexity of user activity that can occur without a page load, this feature is extremely valuable.

ADOBE TARGET

Adobe Target is the result of Adobe's acquisitions of Touch Clarity and Informatica. The platform has evolved considerably, and like Adobe Analytics, established itself as one of the leaders in the space through widespread adoption. Below are some of the elements of Target that make it a market leader.

Integration with Adobe Marketing Cloud

While Adobe Analytics allows data to follow into the Marketing Cloud, Target integration is an example of how the Marketing Cloud can activate data in highly-valuable ways. Target tests can be controlled based on data points in Analytics, and can be pushed through Adobe Experience Manager (AEM) directly into sites and applications. This generally makes operating testing programs very turnkey for organizations running their sites on AEM. Assets being used on sites can easily be accessed in Target, eliminating the need to upload content into multiple locations.

Guided Testing

Besides empowering everyday users with the ability to test, Target also guides users on testing best practices and the proper workflow to produce a test. This may seem like obvious information to experienced optimization experts, but is often an inhibiting factor for advancing more tests in larger organizations. In organizations with a large number of sites and apps, this can increase adoption and dramatically improve time-to-ROI with Target.

6D GLOBAL

6D Global delivers top talent with the skills and experience in the key digital technology areas that enterprises need during critical changes and growth.

With today's on demand world, you cannot remain static. You need fresh and exciting content to be competitive. At 6D, we help you manage work flow in a collaborative environment, connect and empower people, and create better and smarter digital experiences.

Our team includes some of the industry's most innovative and sought after minds who have a commitment to technical excellence. Using platforms like Adobe AEM (CQ5), Hybris, Kentico, and Sitecore, we deliver the most optimum user experience.
