

SiteSpect for Mobile Optimization

The Rise of Mobile

Users have made the switch to mobile computing in record numbers. This means that you need to provide a compelling experience across a wide range of mobile devices. According to comScore, from December 2010 to December 2014, “Smartphone usage is up 394% percent, and tablet usage is up a whopping 1,721% as these platforms now combine to account for 60% of digital media time spent.” Delivering an average mobile experience won’t cut it.

Mobile Development Presents Options

Mobile traffic will continue to grow; you have choices when it comes to delivering the best mobile experience. The technology you choose depends on what is right for your digital business. Some current options include: responsive design, native applications, single-page applications (SPA), adaptive design, HTML5, and JSON / XML. No matter what technology you choose, SiteSpect allows you to:

- Conduct A/B and multivariate tests on any digital platform.
- Target any visitor based on a wide variety of factors.
- Optimize leading edge mobile technologies.

Compatible with Every Device

Any channel that visitors use to interact with your brand affects their overall experience. Visitors today expect a seamless experience no matter what device they use. Tag-based programs don’t always work because not all mobile devices fully support JavaScript. Since SiteSpect doesn’t depend on JavaScript, we allow you to optimize on any mobile device.

Powerful Mobile Targeting Engine

Using SiteSpect, teams can test, measure, and deliver the most effective content, layout, and promotional offers for each mobile device category. SiteSpect’s mobile targeting engine identifies over 25,000 combinations of devices, operating systems, and browsers. You can target visitors based on criteria such as:

- Mobile operating system
- Screen dimensions
- Geolocation
- Browser features
- Keyboard type
- Rotation support
- Cellular network data speeds
- Preferred markup language

Test Your Native Apps

In addition to the targeting capabilities, the SiteSpect Mobile SDK helps you test and optimize your native iOS and Android apps. When testing your mobile apps on a device, you can use the SiteSpect Visual Editor to:

- Create new tests.
- Edit objects.
- Capture user metrics.
- Preview and validate changes on the device.
- Push changes without App Store® intervention.
- Swap out native images even after the app is opened.

Tests persist on the mobile device even if the user closes the app or the device loses connectivity. And if your app includes a combination of both native and web elements, SiteSpect supports that, too.

Advanced Test Capabilities

Use SiteSpect to test code changes and track advanced user behavior for more complex scenarios. When a winning variation emerges, you can automatically and immediately push the winner to all users without having to update or republish your native app or mobile site. SiteSpect also allows you to provide a consistent experience for both registered and anonymous visitors during a test.

Manage Tests in One Location

The SDK feeds into SiteSpect's robust web-based user interface, where you can centrally manage all testing, targeting, and personalization campaigns. From this single interface, you can monitor tests across all of your iOS and Android apps, websites, and mobile sites. You can also share data with your third-party analytics program.

About SiteSpect

SiteSpect is leading the advancement of testing, targeting, and personalization software that empowers the world's most successful digital businesses to drive revenue growth, deepen customer engagement, and sharpen their competitive edge. Only the SiteSpect Digital Optimization Platform enables customers to test the entire user experience, from the front-end "look and feel" to the back-end functionality, and centrally manage those tests across channels, product lines, and business units. SiteSpect's patented technology and professional services are used by top digital companies such as Wal-Mart, Target, Eddie Bauer, Urban Outfitters, Wayfair, Trulia, Overstock.com, and leading financial services and media companies.

Contact us today. Via telephone at 617-859-1900. On the web at: www.SiteSpect.com