

CONTENT EXPERIMENTATION

Leverage before & after, A/B and multi-variant testing to find out what does and doesn't work for your offsite digital campaigns.

AT A GLANCE

REAL TESTING POWER IN YOUR HANDS

WHAT IS CONTENT EXPERIMENTATION?

We see your question and raise you with one better: what difference does a word make?

A huge difference in your digital selling revenues. Brands and retailers need accurate, evidence-backed product data to get their products in the most relevant search terms. Our Content Experimentation module helps you take the guesswork out of the equation by pro-actively looking at the right content that works for you. From product titles, types and different angled images, getting these elements right help your products get discovered by shoppers looking to buy, boosts conversions and grows incremental revenues.



Intelligent Reach offered a platform enabling us to quickly and efficiently optimise our data, as well as experimentation tools we can utilise to test our ideas.

– Sian Wells, PPC Executive at Pets at Home

THE CHALLENGES

WHAT'S BEEN STOPPING YOU?

It's difficult to run one successful product ad campaign, let alone numerous campaigns within your multichannel strategy.



RELYING ON GUESSWORK

When optimising your product data for individual channels, each require subtly different content which is essential - and you shouldn't have to leave it to chance to get it right. Many feed providers don't have the capabilities of running simultaneous experiments at scale, which inhibits your ad performance and growth.



EVERCHANGING PARTNER/CHANNEL SPECIFICATIONS

Each channel and marketplace is constantly changing its feed specifications, which can be hard to keep up with. Even after altering your feed, it's difficult to keep on top of what works best for each marketing channel or partner.



NO WAY TO RUN EXPERIMENTS ON TARGETED PRODUCTS

With performance metrics at hand, it's crucial to target product groups when conducting experiments when optimising product level ads. Without a dynamic software solution that allows you to easily select your targeted products, your online selling strategies won't improve, and it can be impossible to reach those KPIs.

THE FEATURES


WE MAKE EXPERIMENTATION AS EASY AS POSSIBLE


Our Data Management makes it quick and easy to integrate your product data feeds to start selling across 1400 channels and marketplace partners. With Content Experimentation, we make it easy to run different types of experiments for different channels, including Google Shopping, Facebook and marketplaces such as Amazon or eBay.


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A/B TESTS
 Used to test the performance of two groups of product content, you can analyse your performance metrics from these experiments in real-time of your time frame, to see what performs better. Whether it's a product title, image or categories these give you a valuable comparative insight to make informative decisions.

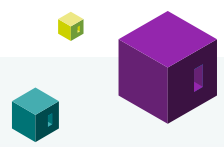
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BEFORE & AFTER TESTS
 It's just like the first, but it examines two groups of data separately. Our solution runs an experiment first that's unchanged for a period of time, then modified for another time period. These two tests can then be compared and analysed.

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MVT TESTS
 If you want to modify and test multiple variants at the same time, we can do that too. If it's a variation of Product Titles and Images you want to test, we make it easy for you to determine the best performing variation.

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PRODUCT TITLES
 The single most important attribute of your product content that drives relevant exposure on all your key marketing channels. Would you search `Vermillion` or `Red`, `Midnight Blue` or `Dark Blue`? If your product has an obscure name or colour it decreases its visibility. Put yourself in the customer`s shoes: what would you search for?


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PRODUCT IMAGES
 A good image helps drive conversion. Running A/B tests on different imagery allows you to learn what drives engagement, clicks and sales for which products or channels.


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PRODUCT CATEGORIES
 Categories are important, but with each channel having its own range sometimes it`s difficult to know which category works best for your products. We factor in all your product attribute data and key search queries to test which is the most effective. For example, you can see whether a dress works best in the `prom dress` category or the `maxi dress` category.




THE BENEFITS

BOOST YOUR TESTING CAPABILITIES TO SEE YOUR CPC GOING DOWN AND ROAS GOING UP

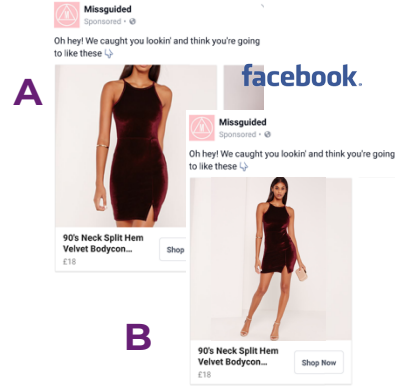
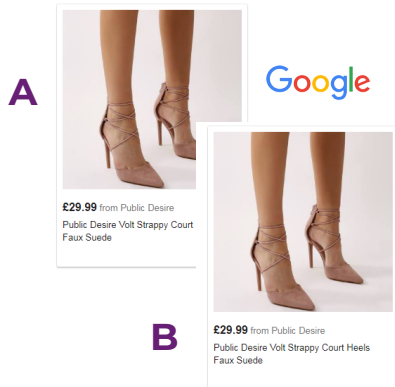
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DRIVE REAL PERFORMANCE THROUGH INFORMED DECISIONS
 Scientific experiments, unlike guesswork, transform decision making into a factual, proof driven process. Our metrics driven testing and product ads optimisation revolutionises the way retailers and brands drive their online performance across all channels and marketplaces.

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EXPERIMENT AND OPTIMISE AT SCALE
 Accessing and organising large amounts of valuable data means you can business growth by running simultaneous, reliable experiments. By managing your product data and experiments in the same platform, you can quickly assess ideas and optimise your product data, accordingly, instantly improving ad performance and driving incremental revenue.

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GET A COMPETITIVE EDGE BY RAPIDLY RESPONDING TO TRENDS
 You need to be ready to adapt to the constantly changing ecommerce market. It's difficult to stay on top of what works best on each marketing channel; with Content Experimentation with your product data has a competitive advantage as it reveals what can drive performance, before your competitors learn how to capitalise on changing trends.

CONNECT TO OVER 1400 PARTNER CHANNELS

The Intelligent Reach platform has over 1400 pre-integrated digital commerce partners available for you to quickly and easily send product information. Content Experiments work across all of these channels, including Google Shopping, Facebook and marketplaces such as Amazon or eBay.



SUCCESS CRITERIA

- Impressions
- CTR
- Cost
- Avg. CPC
- Click Assists
- Item Price Spent
- Last Click/First Click Revenue
- Last Click/First Click Orders
- Last Click/First Click CoS
- Last Click/First Click AOV
- Last Click/First Click CPA
- Last Click/First Click Conv Rate
- All Conversion Rate
- All Conversions
- All Conversion Value
- Clicks
- Conversions
- Conversion Value
- Cost Per All Conversion
- Cost Per Conversion
- Cross Device Conversions
- Search Absolute Top Impression Share
- Search Click Share
- Search Impression Share
- Value Per All Conversion

THE INTELLIGENT REACH POWER COMBO

We've built a complete Product Marketing Platform to help you go that extra mile. Combine Product Data Management with:



DATA CONNECTOR

What if you could automatically identify products that are invisible on Google Shopping, or be even more sophisticated? Or identify high margin products that are a site wide top sellers but are invisible on Google Shopping? What if you could create a content experiment to drive visibility all within a couple of minutes? With the IR platform you can with the powerful combination of the Data Connector and Experiment modules.

A powerful way to conduct effective Content Experimentation, targeted a very specific groups of products, created based on unlimited factors. These product groups are set up once and then automatically flow into your required action workflows.

READY TO TAKE YOUR
PRODUCT DATA TO THE
NEXT LEVEL?

