QuantumMetric Optimizely

Supercharge Your Experimentation Program

with Quantum Metric & Optimizely

Build a culture of customer-centric experimentation while increasing testing velocity and accuracy

Integrating Quantum Metric with Optimizely drives alignment around experimentation and feature flag deployment, enabling organizations to develop better hypotheses, gather quicker and more comprehensive feedback, and enable real-time decisioning.
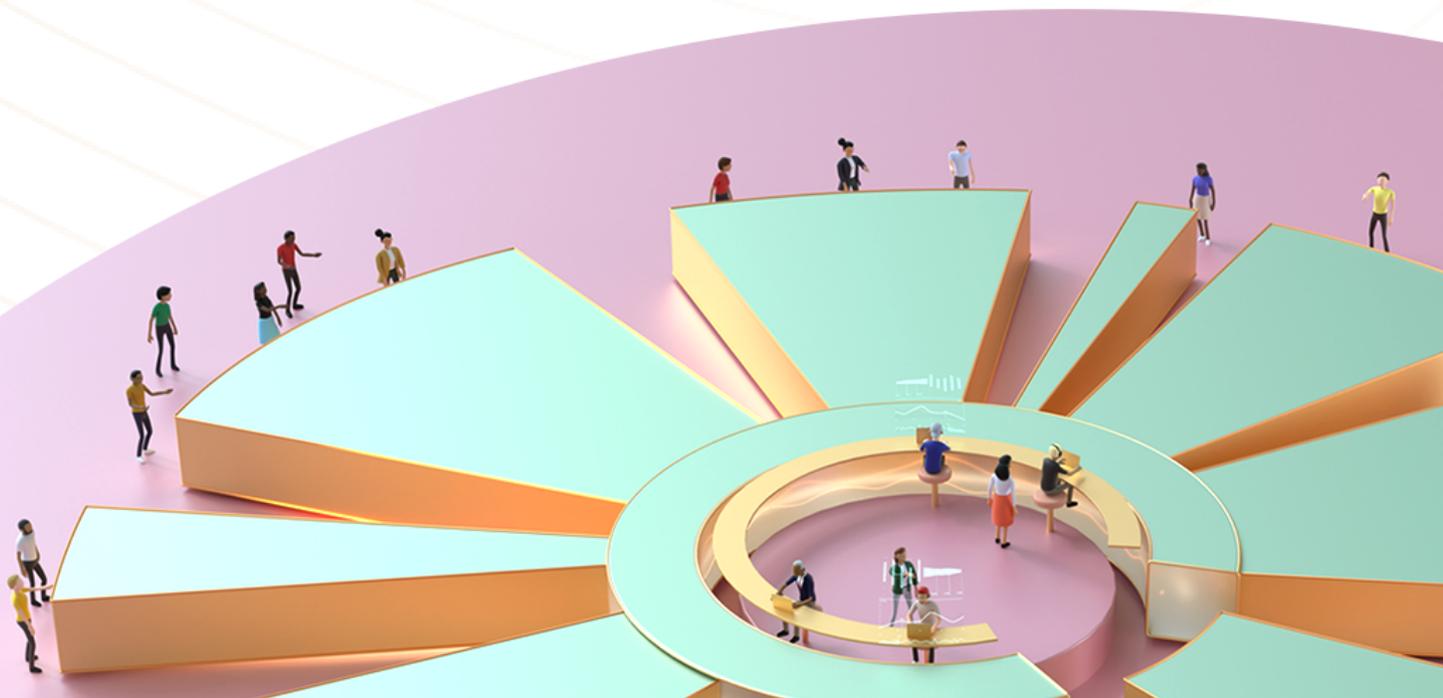
BENEFITS

Data-Driven Ideation

Evaluate what to test next by gaining a deep and visual understanding of how customers are engaging with your product

Comprehensive Analysis:

Compare the performance of your experiments and feature flags across 60+ out of the box behavioral and technical dimensions

Real-Time Decisions:

Deploy or suppress experiments and feature flags based on user experience, delivering in-moment personalized content
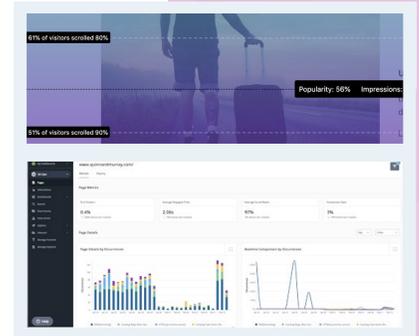
Use Cases

1. Data Driven Ideation

Challenge: How do I make decisions on where to place content on a page?
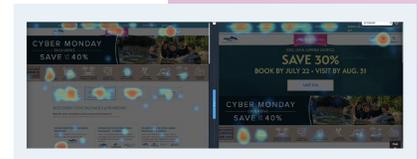
Solution: Quantum Metric surfaces product and feature-level insights into engagement and friction with quantified conversion rate or revenue opportunities to prioritize what to test first. Learn how a new feature impacts interaction with other page elements, beyond your test KPI.
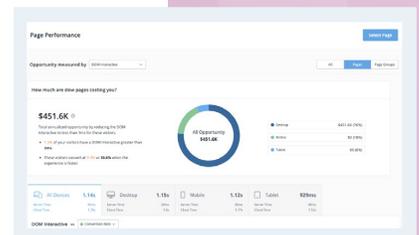

2. Comprehensive Analysis

Challenge: I know which test won but I am not sure why, or what the underlying learnings are that I should apply to future experiments.

Solution: Whether it's through an analytics report or behavioral visualization, Quantum Metric provides a detailed view on the differences in behavior that lead to certain treatments outperforming. It will also allow you to understand if a certain test outperforms because it drives customers to utilize on-site search vs perusing the page.

Challenge: How can I tell if my experiment results are biased by underlying issues?

Solution: By capturing all aspects of a site's technical performance, Quantum Metric surfaces performance issues/bugs that have the potential to sway the results of a test. A fast page will almost always perform better than a slow page, regardless of the creative. Quantum Metric eliminates this underlying bias.

3. Real-Time Decisions

Challenge: How do I trigger experiments or features to hit the customer at a critical moment in their journey?

Solution: Quantum Metric identifies customer engagement (or struggle) in real-time, triggering, or suppressing, experiments based on a predefined set of experience indicators. This recently reduced abandoned carts by two thirds for a large retailer who implemented the feature at the point of checkout.