

**Location**

Needham, Massachusetts

URL

www.techtarget.com

Industry

Online Media and Services

Products

Adobe Test&Target

Results

- A/B tests increased click-through for leading online advertiser by 35% for a key product area; multivariate tests boosted clicks by 17%
- Developed tests in days or even hours, compared to the weeks required to rollout tests using other web optimization tools
- Improved reporting and knowledge sharing among internal stakeholders, aiding better and quicker decision making
- Enhanced ability to target content specific to the varied needs in markets worldwide

TechTarget

Popular online media services provider increases traffic to marketing partner site by 35% using Adobe Test&Target

Challenge

When competing for potential buyers' limited attention, it is essential to maximize the impact of every online interaction. "There are so many variables that can move a consumer or business decision maker from a prospect to an actual customer," says Renée Thompson, senior director of audience optimization and products at TechTarget. "From how products appear online and basic web page functions to presenting just the right mix of product and promotion information—it all impacts whether a customer stays engaged or looks elsewhere."

TechTarget understands firsthand the importance of keeping website visitors engaged with relevant, targeted information. As a leading online technology media company operating a network of B2B technology news sites, TechTarget also manages a product review division of TechnologyGuide sites where business decision makers and consumers alike turn to for product reviews, community discussions, interactive presentations, product information, and other tools highlighting the latest technology innovations. With such a highly qualified visitor base, many of the world's top hardware and software vendors such as Cisco, Dell, IBM, Microsoft and others, rely on TechTarget to help extend the reach of their products and services through targeted lead generation programs.

TechTarget continually evaluates strategies to help ensure that more TechTarget visitors click through to its advertising partner sites. "Technology vendors come to us because we provide proven channels for reaching serious buyers," says Thompson. "Therefore, it's essential that we test and refine our product information pages to deliver maximum value to site visitors, our advertisers, and to us."

To better measure the effectiveness and relevance of its online content, TechTarget assessed several web analytics and optimization applications delivered as Software as a Service (SaaS), in addition to free software and tools.

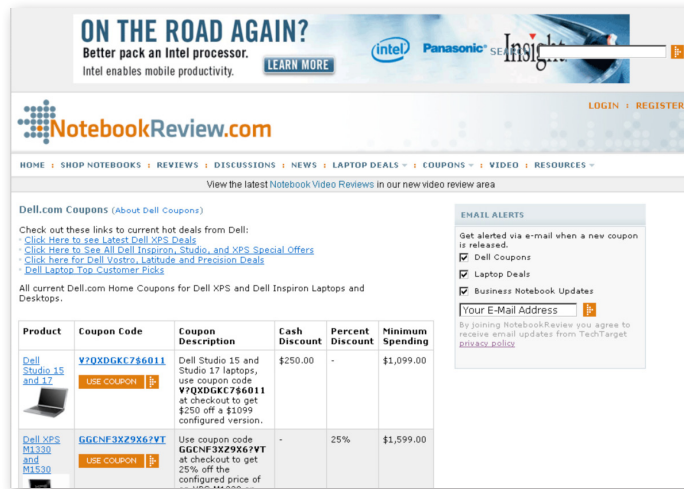
"When evaluating analytics and optimization tools, we found that 'free' didn't really mean 'free,'" explains Thompson. "Some of the web page tests we could run with free software required extensive development to get up and running, and then we couldn't make changes along the way. For us, it turned out to be more cost-effective—and better for our tests overall—to adopt a more feature-rich SaaS solution that supported truly dynamic websites."

Solution

Using Adobe® Test&Target™ the company is gaining faster, more reliable insight into factors impacting customer decisions worldwide. With Test&Target, TechTarget can quickly identify which offers, content, page functions, and other features appeal most to visitors, and then adapt pages accordingly to increase customer click through to advertiser partners' websites.

A recent test completed by Thompson highlights how Test&Target is enhancing the services the company provides to Dell, one of its leading advertisers. On one of TechTarget's popular product review sites, NotebookReview.com, Thompson looked at how two different page layouts for Dell laptop coupons—shown below—affected the behavior of customers interested in Dell laptops.

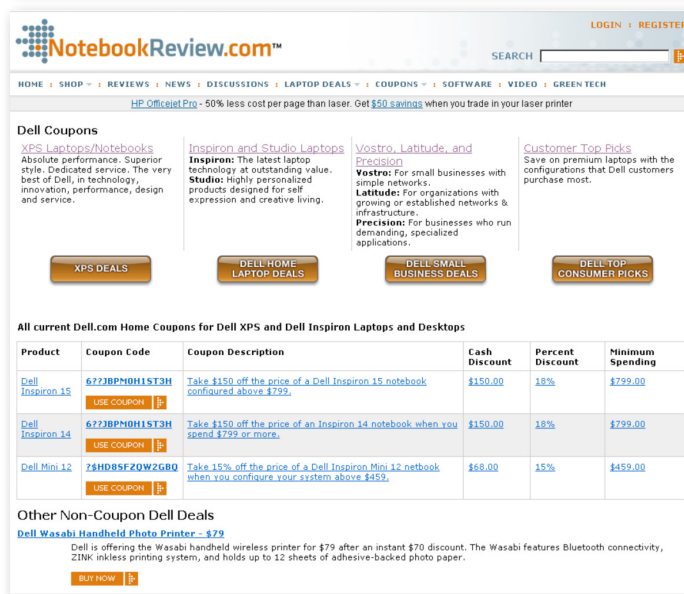
Version B of the Dell coupon page employs a new layout with more revenue-generating content above the fold and revenue-generating hyperlinks displayed more prominently.



Version A

"A/B testing helped us initially increase clicks by a dramatic 35%. Test&Target enabled us to efficiently identify the page design that worked best for Dell offers and we're continuing to improve it through ongoing multivariate tests."

Renée Thompson, senior director of audience optimization and products, TechTarget



Version B

Through A/B testing, TechTarget was able to see the impact on conversion by simplifying the layout between versions, removing distractions from other advertisers, moving revenue-generating content above the fold, expanding active areas for visitors to click through to Dell's product page, and making other modifications. As a result, TechTarget achieved a considerable jump in visitors clicking from its site to Dell's website. "Lift increased a dramatic 35%," says Thompson. "Test&Target enabled us to efficiently identify the page design that worked best for Dell. It had an immediate and positive impact on the leads we deliver and on potential revenue for Dell and for us."

Building on the success, Thompson is now using Test&Target to perform more complex, multivariate tests on TechTarget's web pages for Dell, looking at everything from the types of buttons presented to the mix of colors on the page to the ideal bundling of products and promotions. "We've considered dozens of page variations and tested them on multiple groups," says Thompson. "We're seeing some clear trends in what works and doesn't work—and in some cases, we've seen click-through jump up by 17%."

The company also relies on the Adobe solution to better target online content delivered to international audiences, making it easier to carve out and offer specific groups relevant, impactful information and services. "Making sure a UK visitor sees a UK-specific homepage is something we couldn't do easily before Test&Target. With our ongoing expansion in international markets, the ability to easily personalize our sites for the varied needs of communities worldwide is essential," adds Thompson.



“Test&Target helps us gain important insights, communicate that knowledge across our organization, and then respond accordingly to keep visitors coming back to our network of sites again and again.”

Renée Thompson,
senior director of audience optimization and products,
TechTarget

Benefits

The advantages of the higher conversion rates and more targeted content are evident all around. For site visitors, it shows they are getting what they came to TechTarget for—quick, easy access to high-quality information, products, and services. For advertisers like Dell, having more informed and active buyers coming to its product pages can have a clear impact on the bottom line. At the same time, TechTarget is forging stronger relationships with technology vendors and has the opportunity to influence a corresponding boost in revenues.

While improving conversion rates is, of course, a top priority for TechTarget, it is just one of the advantages of using Test&Target. “I work with dozens of internal stakeholders, all looking to optimize the performance of their specific online sites,” explains Thompson. “With Test&Target, we can talk about testing web page designs one day and then have tests up and running the next day. Accomplishing the same thing with other optimization applications can require weeks of development.”

Advanced reporting capabilities in Test&Target also enable Thompson to simplify and present the results of even the most complicated tests, so they are easily understood by any audience. “It really is about discovering and then responding to what keeps visitors engaged,” says Thompson. “Adobe helps us gain important insights, communicate that knowledge across our organization, and then respond accordingly to keep visitors coming back to our services again and again.”

About TechTarget

TechTarget is a leading online technology media company that offers technology providers ROI-focused marketing programs to generate leads, shorten sales cycles, and grow revenues. With its network of more than 60 technology-specific websites, a variety of dynamic, content-rich services, and more than 7.5 million registered members, TechTarget is a primary web destination for technology professionals researching products to purchase. The company also provides proven lead generation and branding programs to top advertisers including Cisco, Dell, EMC, HP, IBM, and others.

