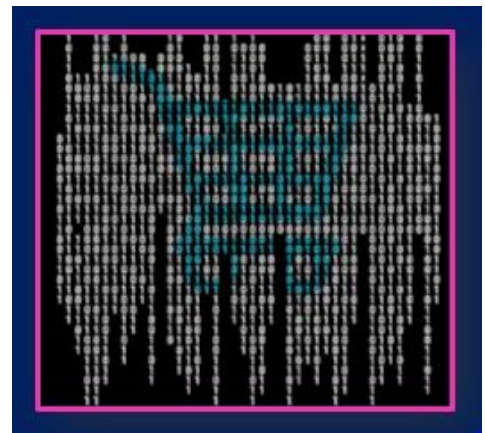


Glassbox Connect Adobe Target Integration

Watch session replays and journey maps of the different experiences you're testing and take your A/B testing to the next level with more effective and efficient testing cycles. Drill down to analyse every aspect of your test results with no need to tag, code, predefine events or know in advance what to look for.

SEE REAL CUSTOMER BEHAVIOR BEHIND THE NUMBERS

Our deep integration with Adobe enables a Behavioural analysis and visualization of your Adobe campaigns, segments, audiences, and A/B tests inside Glassbox, and draw invaluable insights to optimize the performance of your campaigns, funnels and overall user experience.



FIND TEST CANDIDATES

Before tests - Explore a visual analysis of ALL pages and ALL in-page interactions and get automated insights that will point you to problem areas and help you identify in-page elements that cause struggle.

During tests - By comparing the funnels of the different versions you're testing and drilling down to session replays of specific views you can or find new activities (experiments) to run (new audiences, elements, content versions, personalization) and adjust your test Goals and KPIs and reach more accurate results.

VISUALIZE

Compare between experiences using Glassbox Augmented Journey Map™:

- See a complete visualization of each customer journey you're testing
- Optimize your content layout by comparing journey maps of the different experiences you're testing

UK

20 Farringdon St
London
EC4A 4BL

US

333 West 39th St
New York, NY
10018
T +1 646 553 2835

Israel

25 Bazel
Petah Tikva
4951038
T +972 (0)74 702 2321

glassbox.com

UNDERSTAND YOUR TEST RESULTS

- Utilize Glassbox’s advanced in-page analysis to see how visitors interact with your pages and understand users’ attention, intent, and engagement
- Optimize click-through-rates (CTR), and get automatic recommendations of new test candidates in-page or at the journey level with Glassbox machine learning powered insights.
- Understand the monetary impact of tested experiences on your revenue
- Drill down to session replays to analyse the losing experiences and understand why version A is better than version B

TEST YOUR TESTS

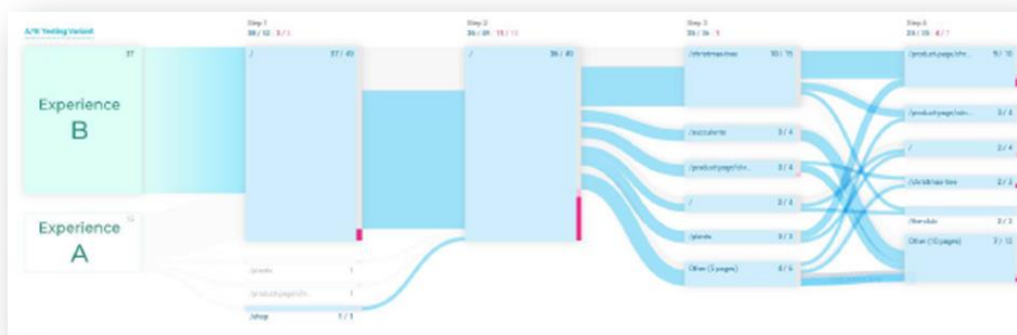
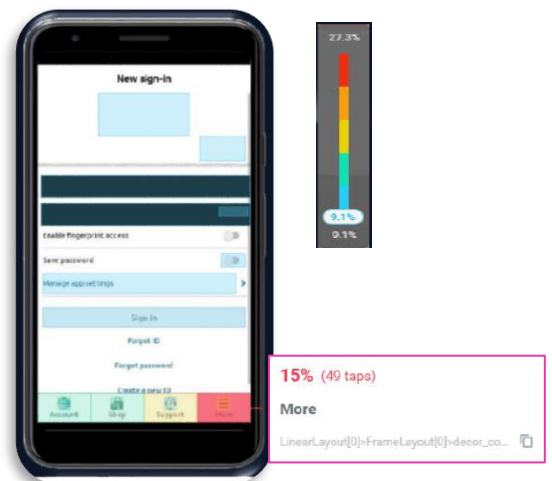
- Test the page you’re testing to validate your traffic sources and ensure your testing environment and functions properly
- Certify your tests to make sure they were all running in the same conditions
- Before you begin the test, view session replays of your test page to ensure the tested elements appear as intended—and don’t lose precious time.

STAY COMPLIANT DURING TESTS

Ensure messages are getting to the right customer segment (e.g. showing messages advertising financial products to audience with inadequate credit)

ACT FAST

Don’t wait for the final results. Monitor multivariate tests, conduct ongoing experiments and see what your users are experiencing—all while the test is still running. Increase the number of experiments and make changes on the fly.



UK
20 Farringdon St
London
EC4A 4BL

US
333 West 39th St
New York, NY
10018
T +1 646 553 2835

Israel
25 Bazel
Petah Tikva
4951038
T +972 (0)74 702 2321

glassbox.com

Registered in the UK as Clarisite Ltd
Company Registration Number 51452560

ADOBE TARGET

ADOBE TARGET + GLASSBOX

How you find Test Candidates

- Reports of predefined metrics only
- No view of performance
- Partial view of users' in-page interactions

- Visual analysis of ALL pages and ALL in-page interactions: Augmented Journey Map™
- Session Replay
- User Interaction Maps Automated insights pointing to struggles and problem areas

How you Validate Test

Manual partial validation using team members

Real-time Session Replay enables quick and complete test validation: Page functionality, equivalent test conditions, and proper visuality of items in all environments.

How you choose A Winning Version

- Must wait for accumulated data to make decisions
- Stats over clicks

- Act fast from the first test session
- Visual side-by-side comparison of your tested versions' performance—in real-time (on the AJM)
- Automated insights, alerts, struggle score and performance indicators
- Drill down to session replays to see real CX

How you perform Post-Test Analysis

- Analyse statistical results
- Impact on CX - N/A
- Impact on ROI - N/A

- Analyse real CX from macro to micro (AJM + Session replay)
- See impact on CX
- See impact on ROI
- Further optimize your tests

UK

20 Farringdon St
London
EC4A 4BL

US

333 West 39th St
New York, NY
10018
T +1 646 553 2835

Israel

25 Bazel
Petah Tikva
4951038
T +972 (0)74 702 2321

glassbox.com