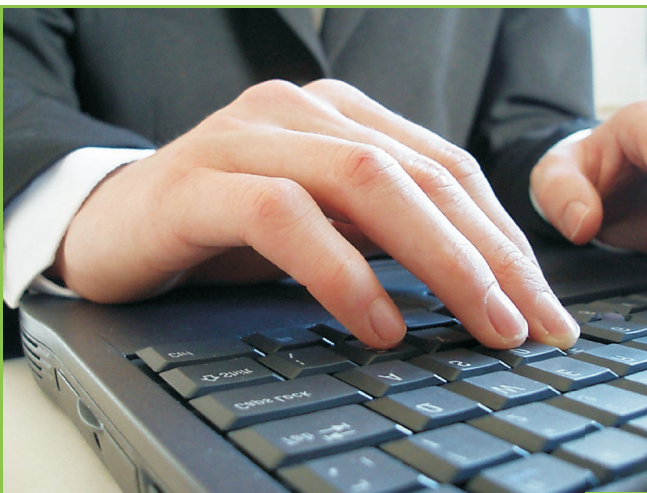


PRODUCT OVERVIEW

Hiconversion Pro

Hiconversion Pro is a breakthrough website optimization service that is specifically designed for the needs of mid to small e-commerce businesses.

With Hiconversion Pro, online marketers can quickly increase page conversion rates and as result, increase revenues or decrease online marketing costs.



Breakthrough in Website Optimization

Increasing web page conversion rates is not a trivial task. The smallest change to the content, layout, font, or color can have a significant impact. No one can guess how web visitors will react without live tests. The main challenge is that a small number of changes can result in thousands of page variations. Testing all or a majority of page variations is time consuming and costly.

There is a distinct advantage in a multivariate testing solution that can test page variations while changing multiple page elements at the same time. By using statistical analysis and mathematical modeling, professional grade multivariate testing solutions are able to predict winning page combinations without testing all possible options.

Before Hiconversion the use of this technology was limited to a very small number of large e-commerce sites that had high volume web traffic and the resources to pay for expensive licenses and consulting services. Not any more. Hiconversion's adaptive optimization algorithm has brought multivariate testing to the next level. By adapting to visitors' behavior in real time, this technology delivers great results after processing only a small fraction of the live visitors required by other solutions.

Hiconversion Pro is most useful for businesses that need to:

- Rapidly increase page conversion rates after testing a minimum number of visitors
- Reduce online marketing cost
- Avoid any risk of temporarily lowering conversion rates during the test
- Accurately determine customer needs and preferences
- Empower marketing teams and eliminate dependency on IT resources

How it Works

Hiconversion.com is delivered as a pure web service. There is no need to download or install any additional software. Achieving maximum page conversion rate is as simple as 1-2-3.

1. Setup



We minimize the effort and complexity of the optimization experiment setup through a wizard interface and visual editing tools. Just point and click. We do the rest.

2. Test



Running live test is as simple as pressing a play button. During the test, we will provide you with real time reports that will inform you of test results and provide insight into your visitors' behavior.

3. Apply



At the end you can instantly apply the winning combination. Although, you will see the increases in overall conversion rate during the test itself, the full benefits will be achieved over the lifetime of the winning page combination.

Key Features

High Performance

MULTIVARIATE TESTING

To increase website conversion rate we apply multivariate testing methodology. However, unlike competitors, we have developed unique mathematical modeling and an algorithm that requires an order of magnitude less visitors to complete the testing. As a result, it is now possible for mid to smaller sized companies to apply multivariate testing to web pages that do not have a huge number of visitors.

ADAPTIVE ALGORITHM

Our algorithm has the ability to learn and adapt in real time to web visitor behavior. After a brief learning period, the algorithm starts to test only those page variations that are consistently better than the control. The conversion rates during the test become higher than the control. This means that our clients are generating additional revenue even as they test.

Ease of Use

EXPERIMENT SETUP WIZARD

This is a smart setup tool that will guide you through the process. You do not need any technical or application use experience. It enables successful setup of an experiment beginning with the first time.

VISUAL SETUP WIZARD

Work with live web pages and use point - and - click features to highlight and select elements of the web page that you want to include in the experiment. Once selected, the area is clearly marked and matched with source code. This minimizes the need for IT involvement.

IN PLACE VARIATION EDITOR

For those who would like to create new variations we provide an easy to use HTML editor. If you know how to use a typical word processor, you will be able to use this tool. You can even cut and paste content from other office applications.

EFFECTIVE COLLABORATION

We enable easy collaboration with outside designers and content creators. All you have to do is to initialize an automatic e-mail containing your experiment setup template and your requirements. A designer can use the authoring tool of his choice and then automatically upload his work into our database.

AUTOMATIC SOURCE CODE ENABLING

At the end of the experiment setup process we will automatically generate a new version of your website source code that contains optimization control and tracking scripts placed in proper locations of the code. A simple upload and download process will install the enhanced page version. This will save you time and eliminate dependency on IT resources.

Hiconversion Pro Benefits

The benefits of the Hiconversion Pro service are very significant and directly measurable:

HIGH ROI

It is not uncommon to produce optimized pages that are 2x or 3x more effective than the control pages. This translates into significant increases in revenue. As a Hiconversion user can easily track conversion rates before and after the optimization test and determine how much money you have made during the test and how much money a winning page will make for you over its lifetime.

QUICK RETURN ON INVESTMENT

The ability of our self learning algorithm to adapt to your visitor traffic in real time means that your conversion rates will improve during the testing itself. Unlike competing solutions, there is no need to lower conversion rates during the testing process.

DEEP MARKET INSIGHT

In addition to the measurable benefits above, we analyze and report your results providing insight into what worked and what didn't. This gives you insight into your customer preferences and can profoundly impact your product and business strategy.

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Hiconversion.com is an innovative technology company founded in 2006 with the mission to provide website optimization services to the mass market. Our patent pending technology provides solutions that are dramatically faster, easier to use, and less expensive than available alternatives. The company is lead by a team of serial entrepreneurs with a history of building market leading software companies. The company is based in Boca Raton, Florida, and is on the Web at www.hiconversion.com.