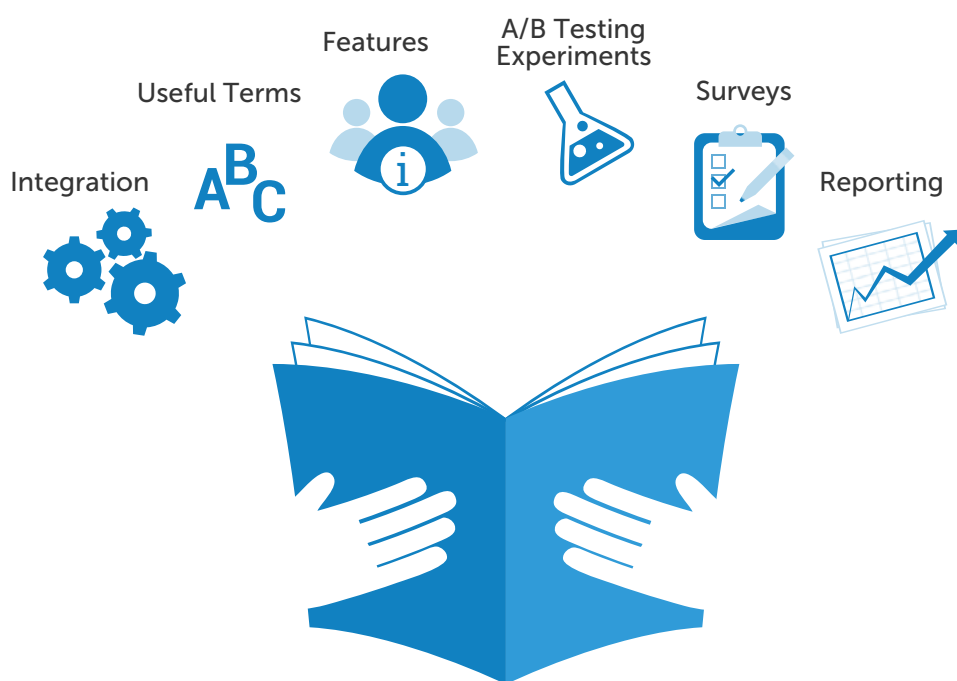




Marketizator

THE 3 IN 1 CONVERSION SUITE

USER GUIDE



What's in the ebook?

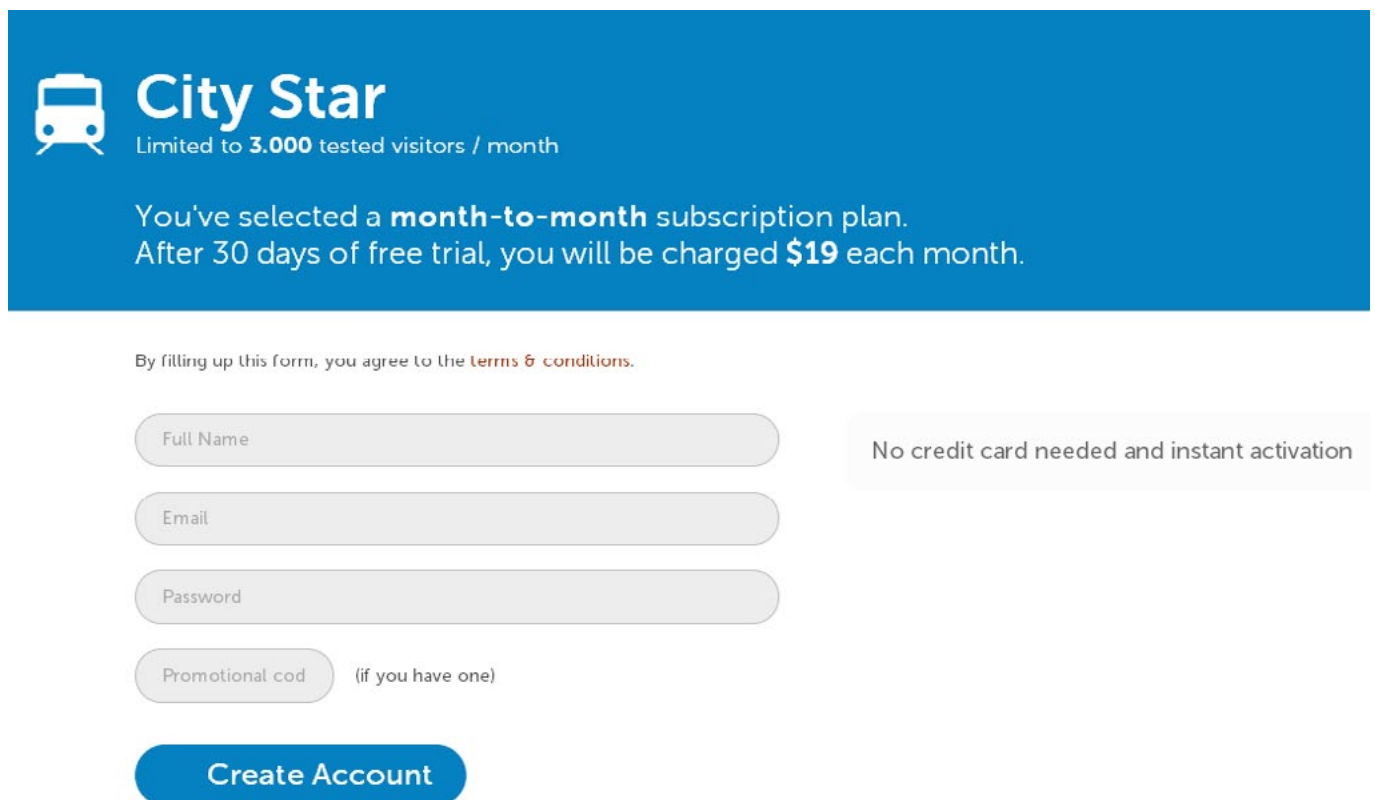
Chapter 1. Integration	1
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Chapter 1. Integration

1.1. Creating an account

To create a new account click here: <http://www.marketizator.com/register>



The screenshot shows a registration form for 'City Star'. At the top, there is a bus icon and the text 'City Star' followed by 'Limited to 3.000 tested visitors / month'. Below this, it states 'You've selected a **month-to-month** subscription plan. After 30 days of free trial, you will be charged \$19 each month.' A note says 'By filling up this form, you agree to the [terms & conditions](#).' The form contains four input fields: 'Full Name', 'Email', 'Password', and 'Promotional cod (if you have one)'. A blue 'Create Account' button is at the bottom. A grey box on the right says 'No credit card needed and instant activation'.

Fig. 1

Why do we ask for your name and email?

First of all, we would like to know who we are addressing to. Secondly, any update, promotional offer or event will be announced by email.



If you have already registered, you can find the Log In area in the upper right corner on the homepage:

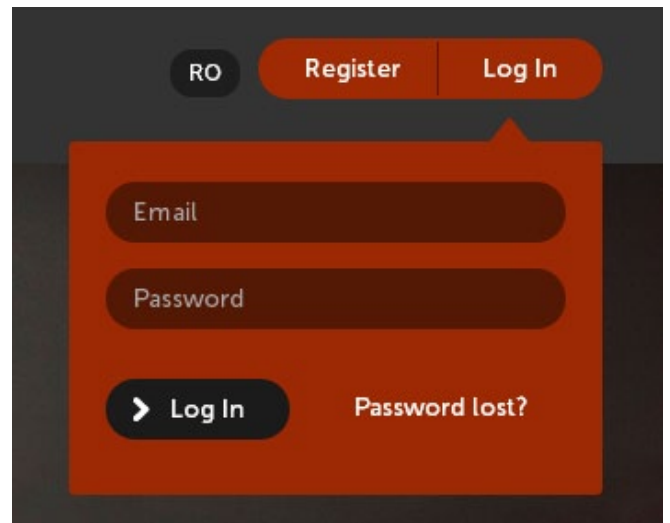


Fig. 2

1.2. Set up your account

After creating the account, you will be prompted with the following window:

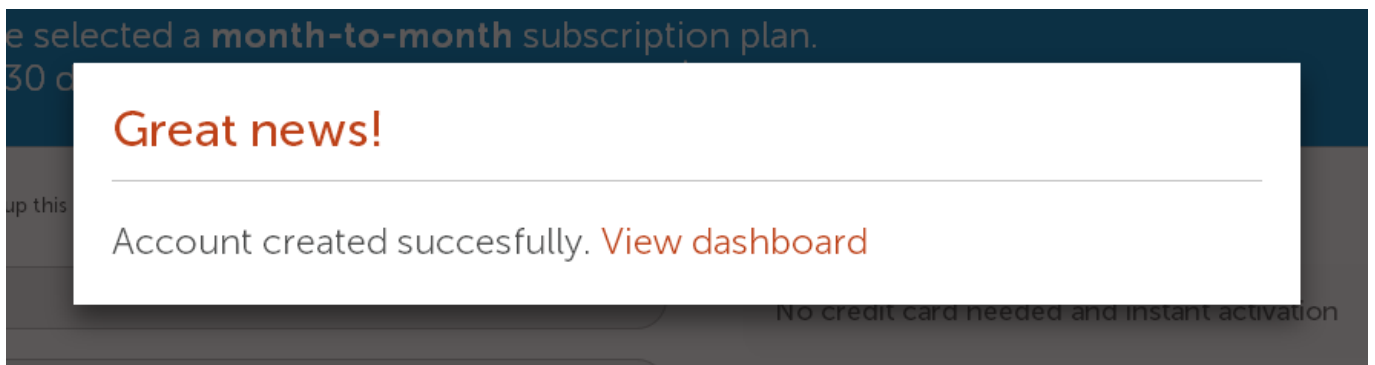


Fig. 3



The first step into the account configuration process is adding a website. Your account supports multiple websites. Click “New website” and the exact URL of the website:

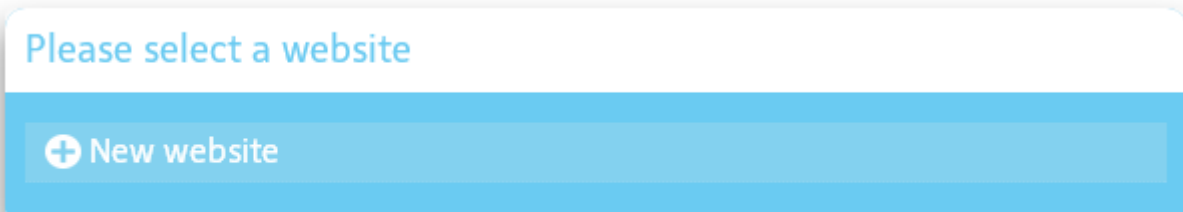


Fig. 4

Fill up the requested details of your website. It is important to complete this form in order to properly configure the account:

New website

Website URL: *i*

Website type: *i*

Visitors per month: *i*

Integration with analytics software: *i*

☐ Google Analytics

☒ Add new website

Fig. 5

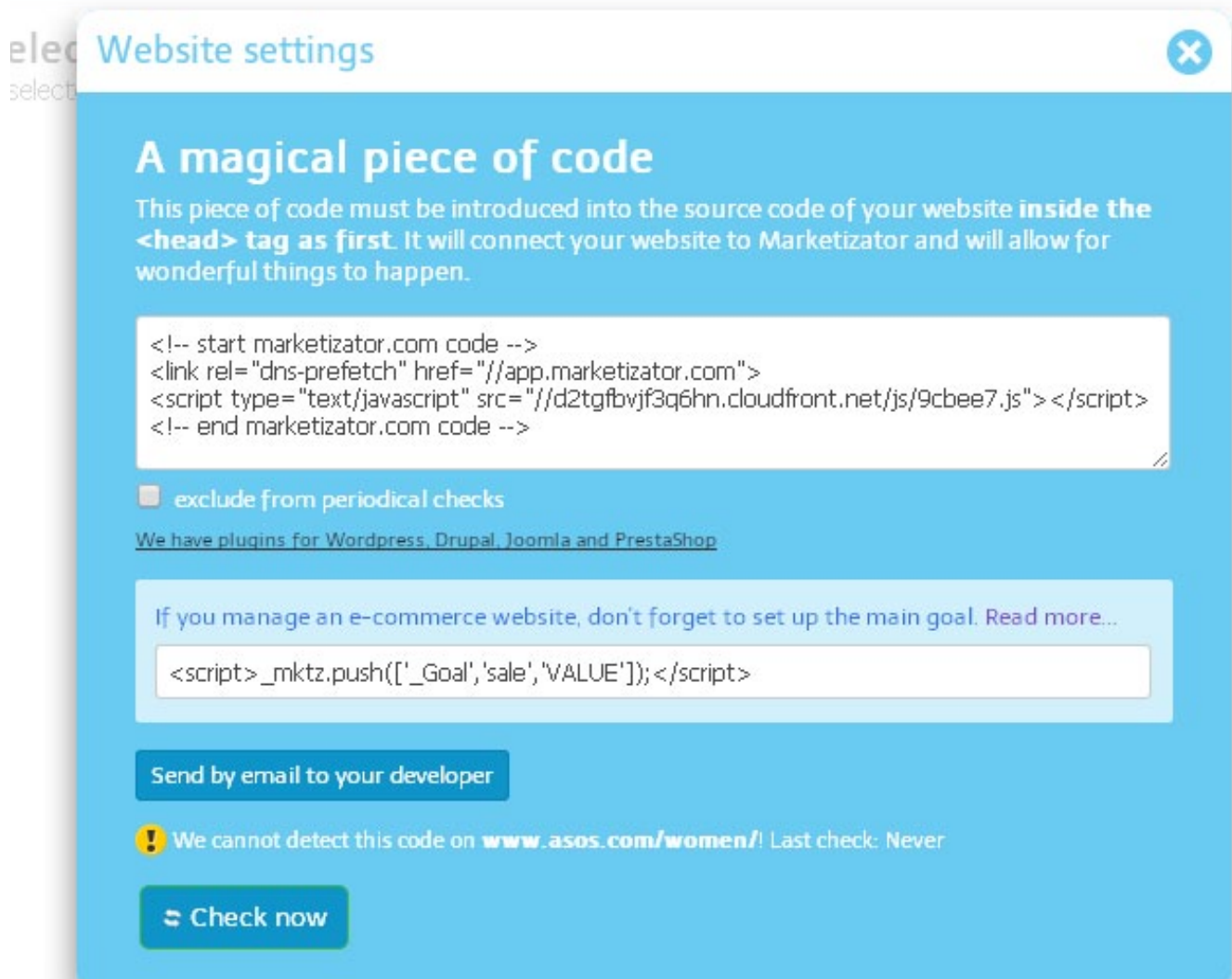
 When adding the URL of a website MANUALLY, make sure to leave out the final slash like in the example below:

E.g.: `http://www.example.com` **CORRECT**
`http://www.example.com/` **INCORRECT**



⚠ If you're copying and pasting the URL, make sure to eliminate the "http://" part. from the beginning. Otherwise, your website's URL will look like this:
 E.g. : http://http://www.example.com

The next step is to install the **General Tracking Code**:



Website settings

A magical piece of code

This piece of code must be introduced into the source code of your website **inside the <head> tag as first**. It will connect your website to Marketizator and will allow for wonderful things to happen.

```
<!-- start marketizator.com code -->
<link rel="dns-prefetch" href="//app.marketizator.com">
<script type="text/javascript" src="//d2tgfbvjf3q6hn.cloudfront.net/js/9cbee7.js"> </script>
<!-- end marketizator.com code -->
```

☐ exclude from periodical checks

[We have plugins for Wordpress, Drupal, Joomla and PrestaShop](#)

If you manage an e-commerce website, don't forget to set up the main goal. [Read more...](#)

```
<script>_mktz.push(['_Goal', 'sale', 'VALUE']);</script>
```

[Send by email to your developer](#)

⚠ We cannot detect this code on [www.asos.com/women!](#) Last check: Never

[Check now](#)

Fig. 6

If you're using any of the most popular CMS platforms, you can install the code using a custom plugin. We support [Wordpress](#), [Drupal](#), [Joomla](#), [PrestaShop](#).

Chapter 2. Useful terms

Before starting to use the app, we strongly recommend you to READ this chapter. These are the basic terms of the interface:

Experiments: the test you're setting up in the application to find out which of the web page versions performs better in terms of revenue, conversion rate, etc.

Segments: groups of visitors with at least one common characteristic or attribute.

Goals: objectives that you're tracking in a specific experiment: pageviews conversion rate, average order value, revenue etc.

Creatives: pop-ups, ribbons, interstitials that are triggered in specific moments (on exit, on load & on scroll).

My consumers: a section where data about customers can be stored by using custom attributes ([learn more here](#)).

On-page variables: particular elements of a webpage that can be included in your Creatives ([learn more here](#)).

The terms in the interface described above are listed in the sidebar of your dashboard under "Optimization":

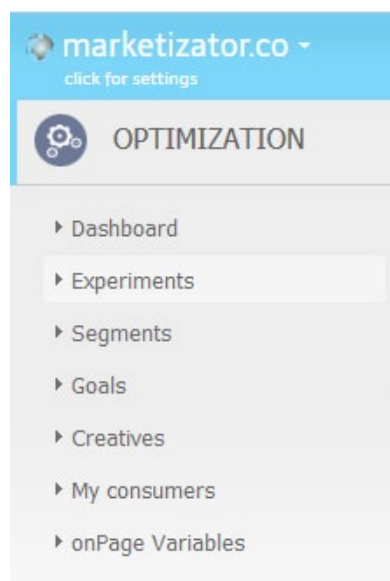


Fig. 7



Chapter 3: How to use the features

Now that you know the terminology, let's use all of these terms to see what you can do with Marketizator.

Let's start by presenting all of the required STEPS for creating experiments. We recommend you to follow this order, because it allows you to get used to the app more quickly and to get results faster. Moreover, if you SKIP these steps, you might need to integrate small pieces of Javascript code for further actions. We strongly advise you to implement all the codes from the beginning, even if you won't use them right away.

⚠ Make sure you prepare everything before you actually start testing things on your website.

3.1. Establish and create Goals

In order to create a goal, go to Goals (See Fig. 7). Click on New Goal and the following window will appear:

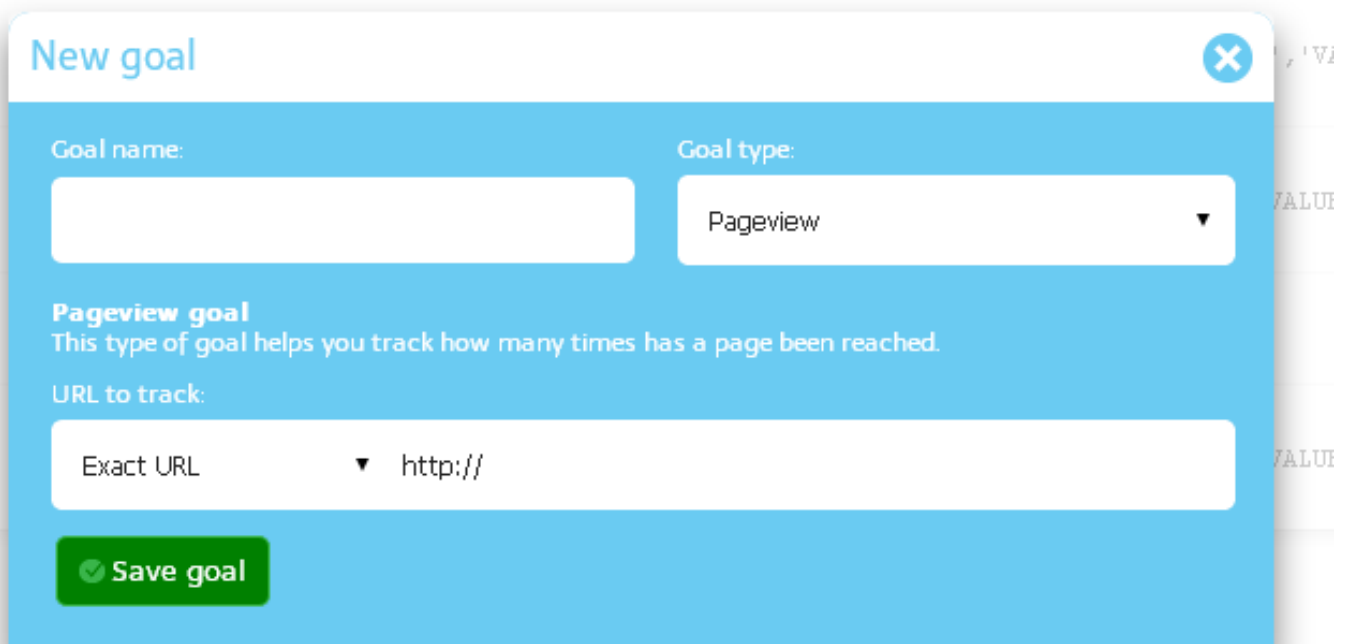


Fig. 8



! VERY IMPORTANT NOTE: You can choose between 2 goal types, Pageview and Custom:

- **Pageview goals** will only allow you to track how many people have seen a particular web page.
- **Custom goals** allow tracking SALES, CONVERSION RATE, AVERAGE ORDER VALUE. In order to benefit from this advanced reporting, make sure to implement the second piece of code from figure 6. Name your custom goals according to what you're trying to monitor. See the technical details for integrating custom goals [HERE](#).

3.2. Create your Segments

To create a segment, go to Segments (See Fig. 7). Then, go to the top sidebar and click the green button: New Segment. Afterwards, name your segment according to your marketing goals and target audience.

The following section is the place where you create segments by using some rules. These rules will configure the segments of traffic according to your objectives.

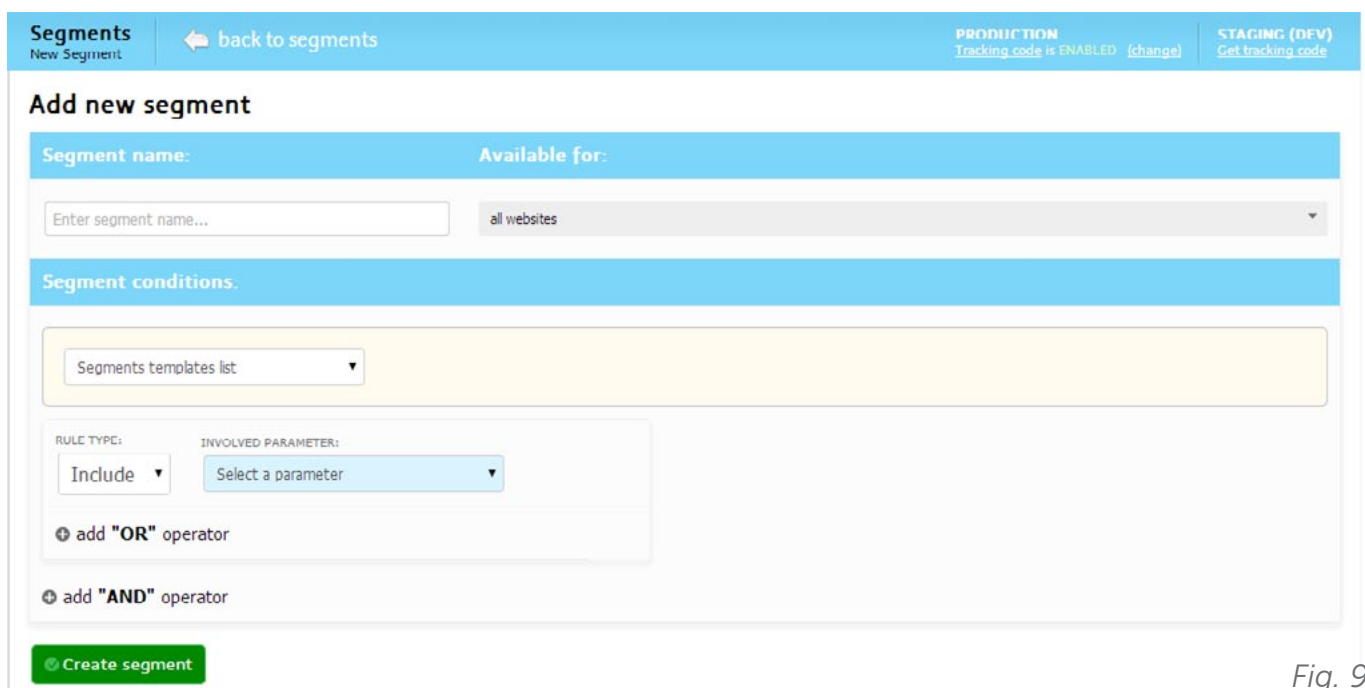


Fig. 9



Include/ Exclude: will either include a parameter from our list or exclude it.
OR means REUNION. It means that this operator will select the visitors that respect at least one condition.

E.g. : Include >Parameter: Geolocation > IS > Bucharest

OR

Include >Parameter: Behavior- Returning visitors > IS > True

People triggered in this segment have to respect at least one condition: they're either from Bucharest or they are returning visitors.

AND means INTERSECTION. It means that this operator will select the visitors that respect all of the conditions. Let's take the previous example:

E.g. : Include >Parameter: Geolocation > IS > Bucharest

AND

Include >Parameter: Behavior- Returning visitors > IS > True

People triggered in this segment have to respect both conditions: they have to be from Bucharest and visited at least once your website.

You can choose preset segments from our list:

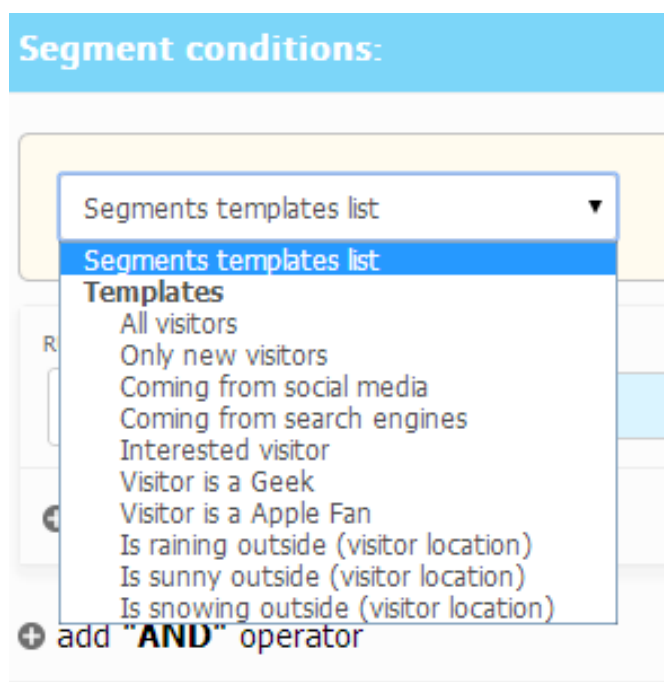


Fig. 10

Also, you have the option to choose segmentation parameters:

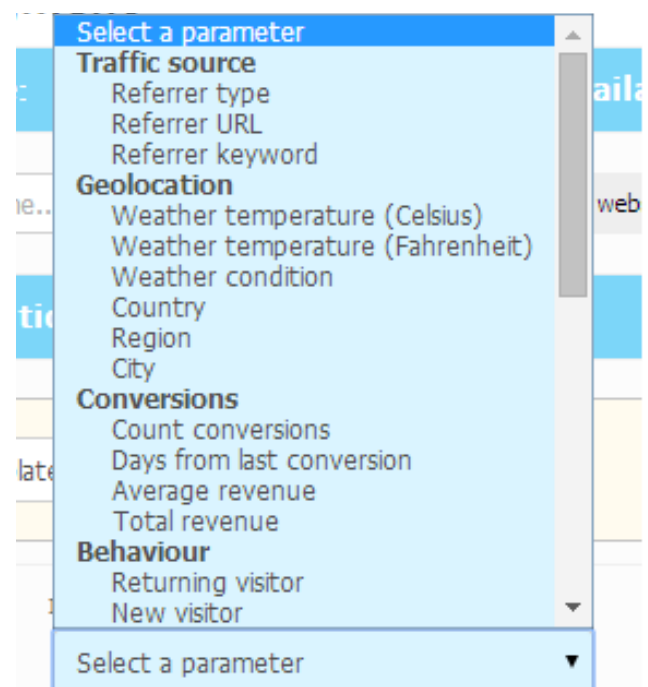


Fig. 11

3.3. Upload your Creatives (art-works)

Select Creatives from the left sidebar in your dashboard and choose one of the following options:

Creatives
New Creative

Step 1 → Step 2 → Step 3 →

PRODUCTION
Tracking code ENABL

Select creative type
You can now select one of the formats below in order to create the desired type of interaction.

 Ribbon left <i>10 templates</i>	 Ribbon top <i>10 templates</i>	 Ribbon bottom <i>12 templates</i>	 Ribbon right <i>10 templates</i>
 Interstitial	 Pop-up <i>13 templates</i>	 Sound player	 Background sound
 Javascript code	 Bar top	 Bar bottom	

Fig. 12



In the next step, select a creative from our preset gallery or upload your own art-work. Then, edit the Creative in the Editor:

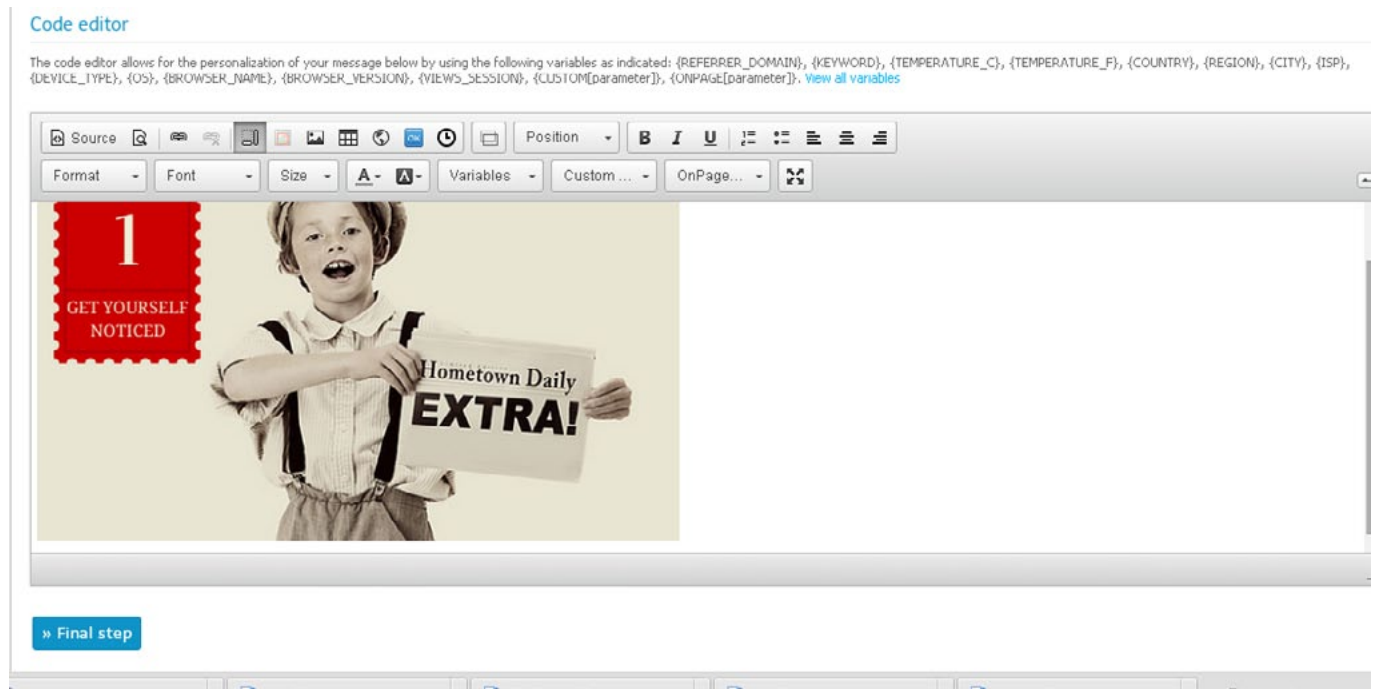


Fig. 13

You can address to different segments of traffic and personalize your communication by using the custom variables like {CITY}. There is a list of "default" parameters in the Variables section in the Editor. Learn more about **custom variables** [HERE](#).



In the final step, name your Creative and set up the final aspects:

Latest settings

The last step before full preview

General settings

Creative name:	My creative name
Close button:	☒ visible
Appear after:	0 seconds
Disappear after:	30 seconds

Appearance settings

Using this module, you can change the appearance of the container where creative is displayed (eg width, height, background color). You can use all attributes recognized by CSS language. Colors must be in **hex** (ex: #CCC) format and sizes in **px** (ex: 300px)

Attribute name	Attribute value
width	549px ☐
height	329px ☐
Choose attribute	+

Fig. 14



Chapter 4. Create your first experiment

In order to begin your first tests on your website and see if they have any impact on the conversion rate, click on “New Experiment”. Choose between A/B testing and Web Personalization depending on your goals and hypotheses:

Create new experiment

A/B Testing

Change any element on your webpages without wondering about your programming or design skills. Test your ideas on all your traffic or on smaller targeted segments for your marketing campaign.

Web Personalization

Address more personal to your visitors and customers. Catch them on the most strategic pages by using smart creatives and playing with custom variables, multiple templates and triggers.

Fig. 15

4.1. A/B test experiment

Create new experiment

Enter URL address:

[Load URL](#)

URL must be part of *www.marketizator.com*

Fig. 16

⚠ NOTE: You can either add the exact URL of the exact web page that will be included in the experiment or add the URL of the Home Page and then navigate in the Editor until you find the desired page.

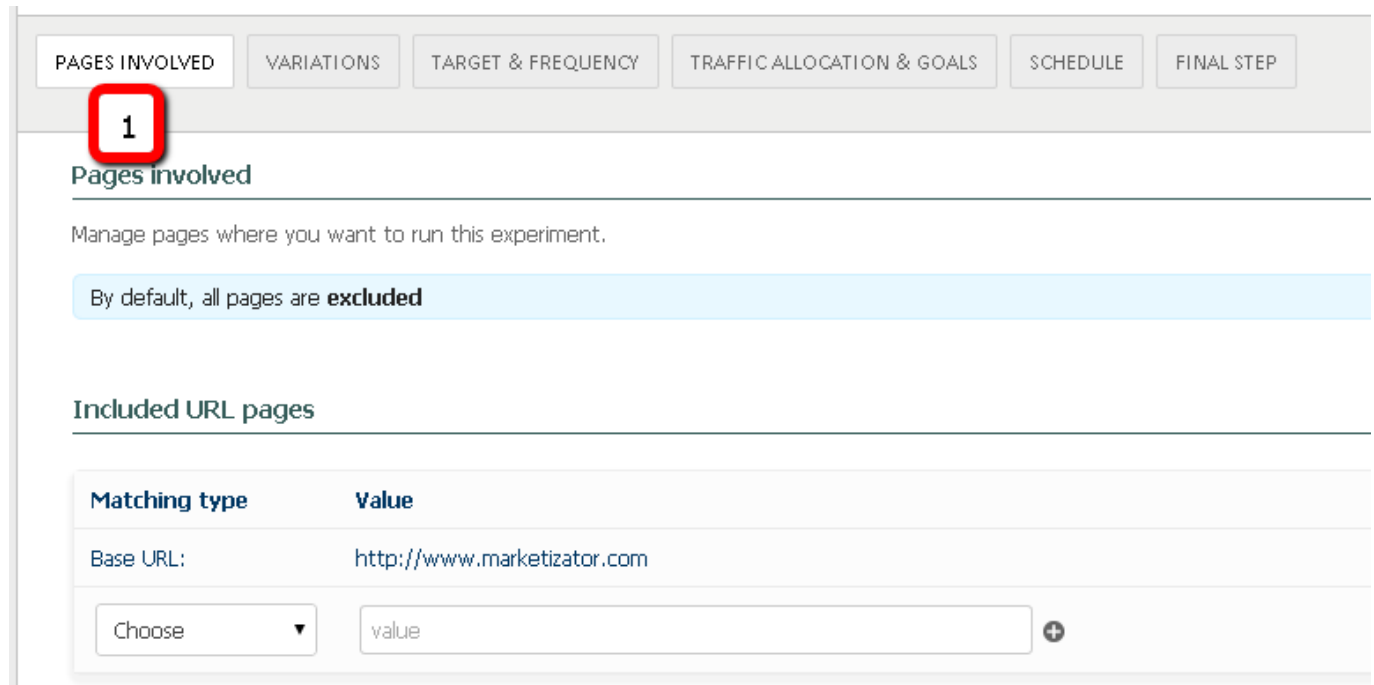


From now on, you can start to set up your first A/B test by following the next steps:

Step 1. Add the exact URL of the web page

If you don't have a large amount of traffic on your website, we recommend you to do AB tests with multiple pages (e.g. product pages, the header element or the sidebar).

The 'included/excluded pages' allows you to run a test on multiple URLs. Choose the rules from our preset list: URL contains, URL does not contain, etc.



The screenshot shows the 'PAGES INVOLVED' step, which is highlighted with a red box and the number '1'. The interface includes a top navigation bar with tabs: PAGES INVOLVED, VARIATIONS, TARGET & FREQUENCY, TRAFFIC ALLOCATION & GOALS, SCHEDULE, and FINAL STEP. Below the tabs, the 'Pages Involved' section is titled 'Manage pages where you want to run this experiment.' A light blue box states: 'By default, all pages are **excluded**'. Under the 'Included URL pages' section, there is a table with two columns: 'Matching type' and 'Value'. The first row shows 'Base URL:' with the value 'http://www.marketizator.com'. Below this, there is a 'Choose' dropdown menu and a text input field containing 'value', followed by a plus sign icon to add more entries.

Fig. 17



Step 2. Make the change in the Editor

In step 2, click on Variation and start making the desired changes using our WYSIWYG editor.

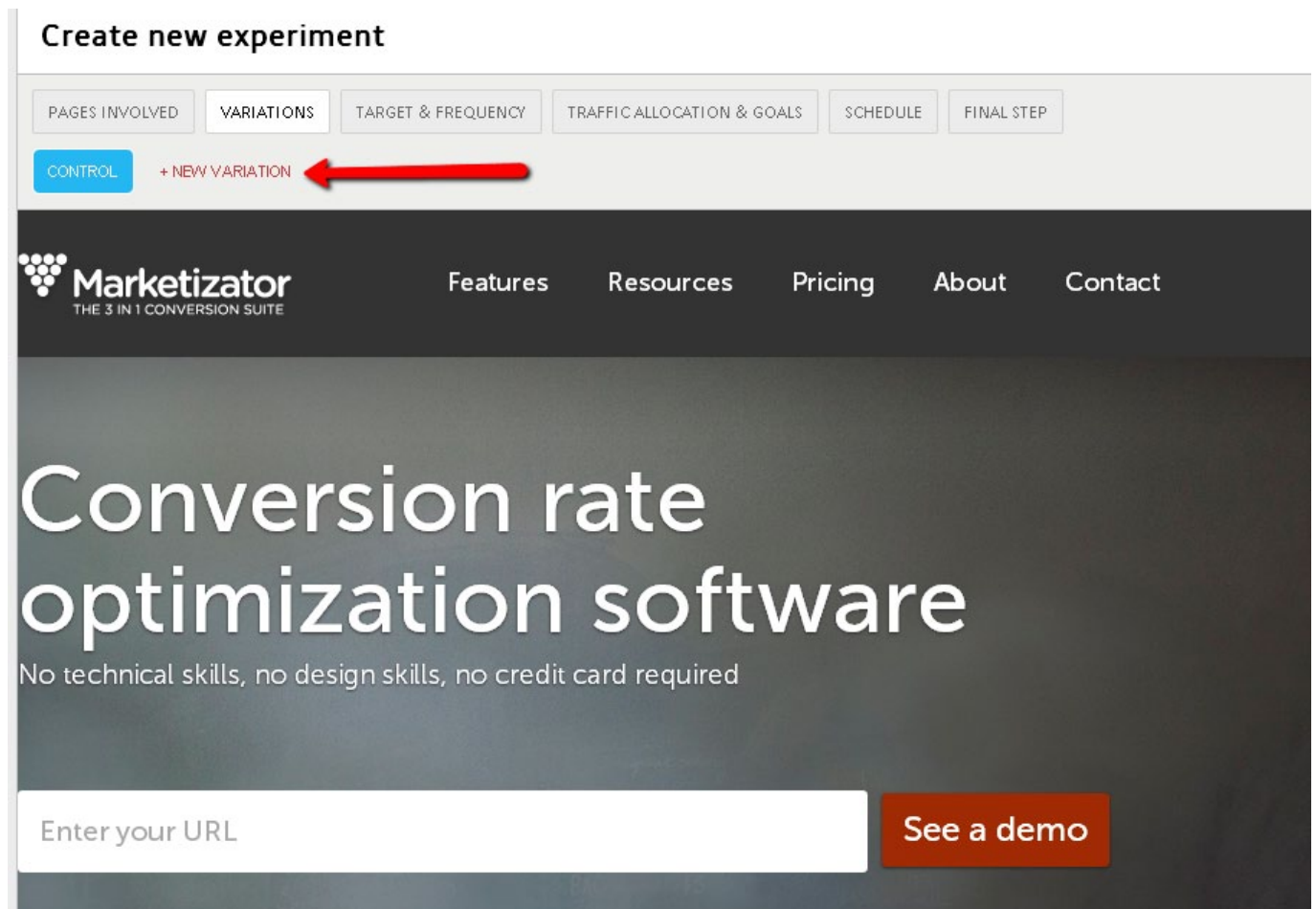


Fig. 18



Example: this is our website's homepage. We'll change the headline, by editing the content. In order to do that, just click on the element that you want to change, like in the example below:

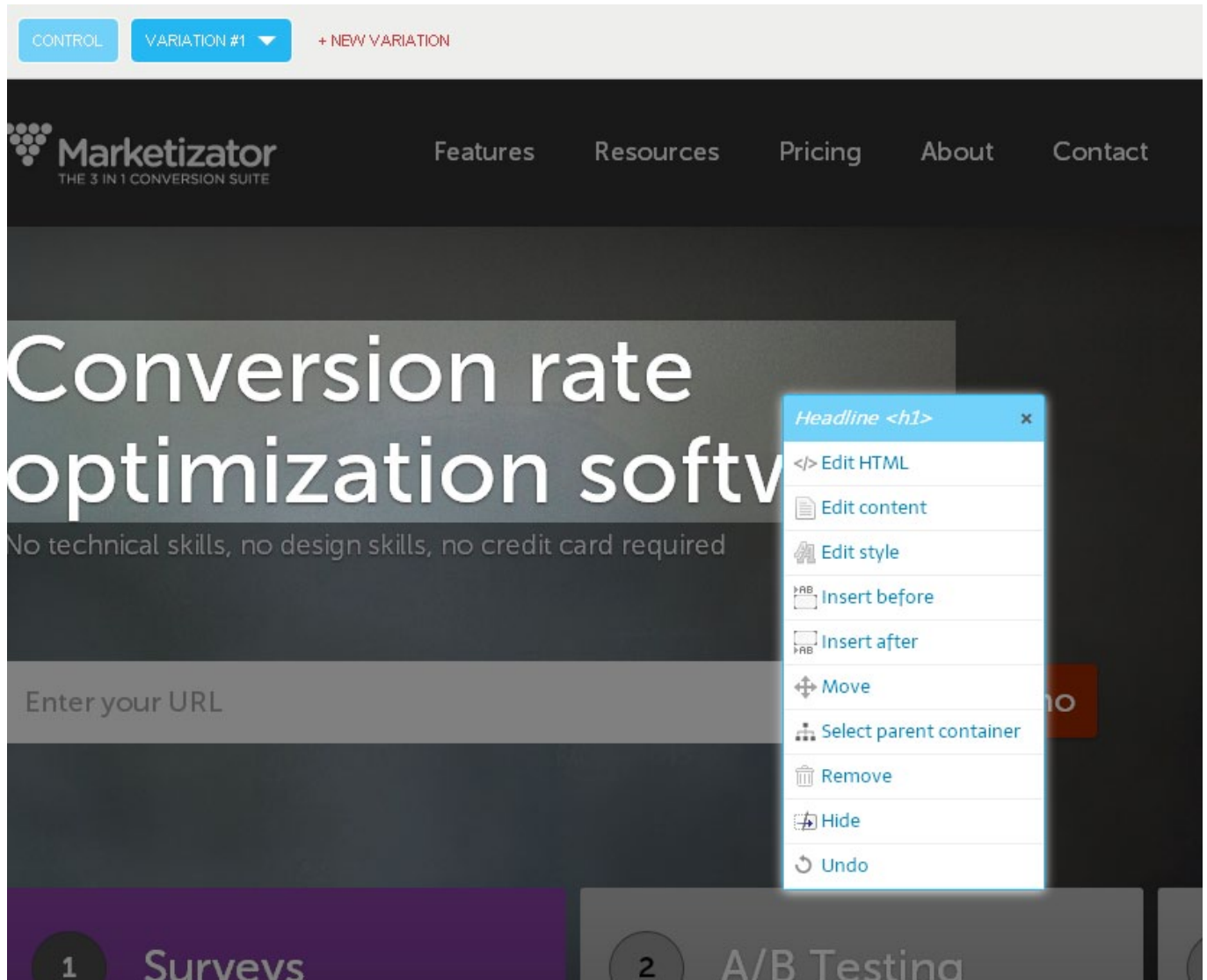
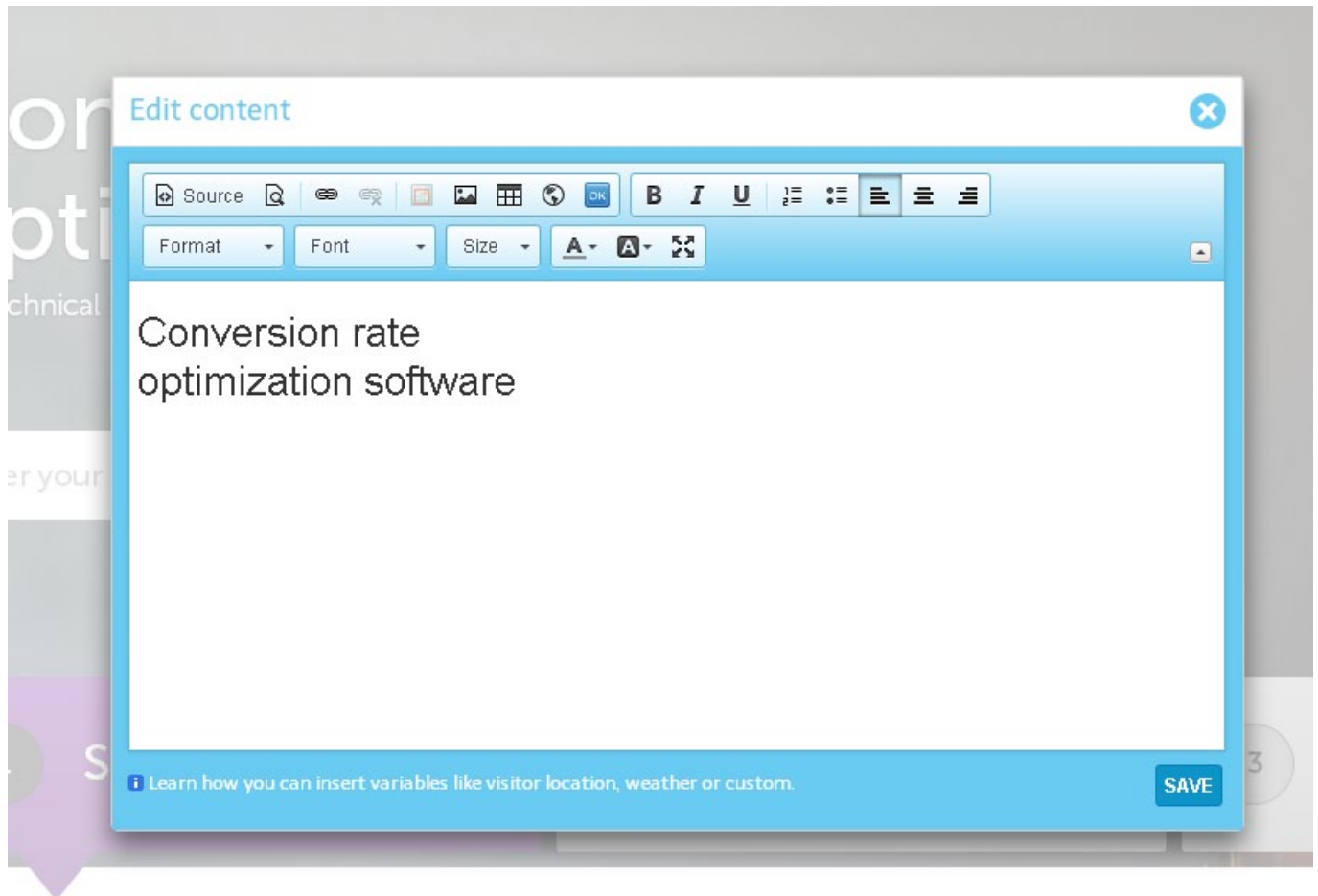


Fig. 19



You can change the style, content, remove the headline, move it to the left side of the web page etc. In our example, the hypothesis states that improving the copy will have a positive effect on the conversion rate.

*Fig. 20*



In the Editor in **Fig. 19**, we've changed the text into "The conversion rate software you were looking for". The result:

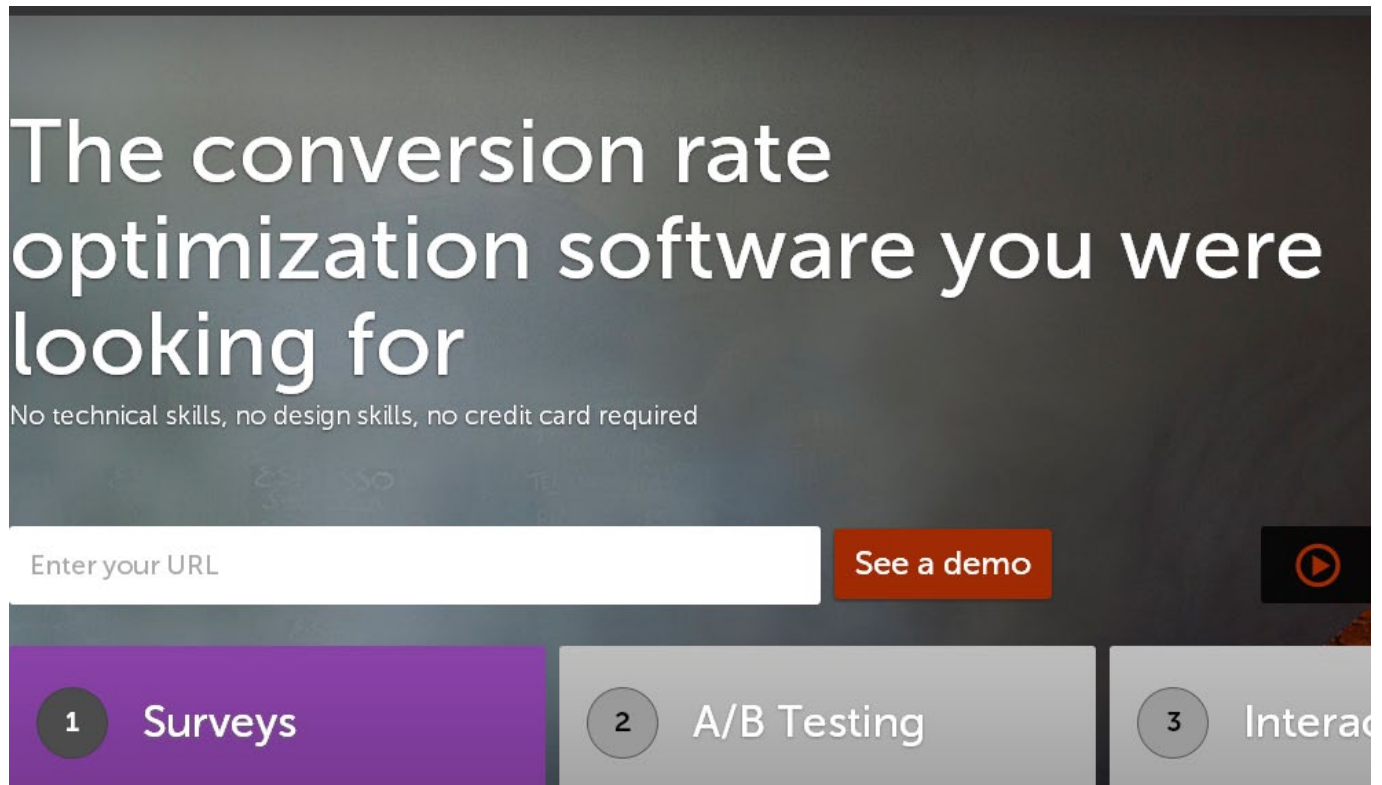


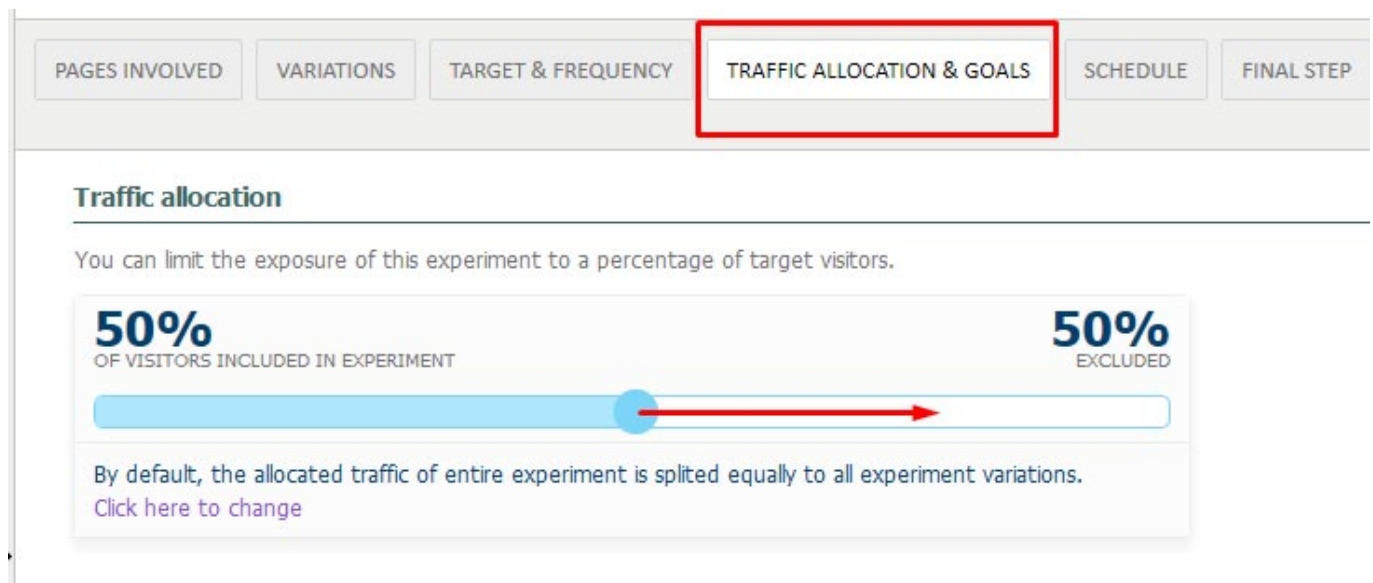
Fig. 21



Step 3. Choose target and frequency

Step 3 consists of targeting the group of visitors that you want to be triggered in the experiment.

Remember that you have already created the segments in the second phase of the optimization process, as recommended in this guide. If you haven't created any segment, don't worry! You can still do it in this phase:



PAGES INVOLVED VARIATIONS TARGET & FREQUENCY **TRAFFIC ALLOCATION & GOALS** SCHEDULE FINAL STEP

Traffic allocation

You can limit the exposure of this experiment to a percentage of target visitors.

50% OF VISITORS INCLUDED IN EXPERIMENT **50%** EXCLUDED

By default, the allocated traffic of entire experiment is splited equally to all experiment variations.
[Click here to change](#)

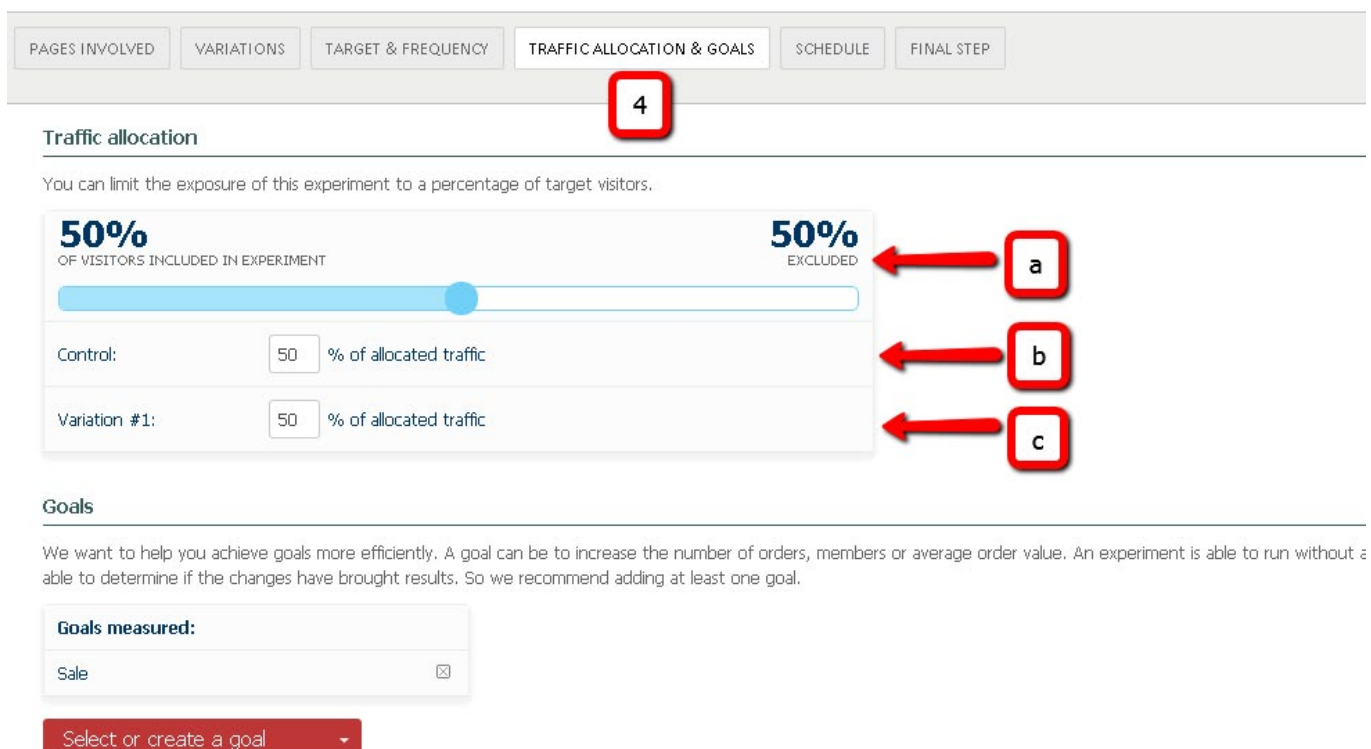
Fig. 22



Step 4. Traffic allocation and goals

First of all, you have to choose the percentage of subjects included in the test. This percentage will be randomly extracted from the segment that you have decided to use in the experiment. You can run the test on all of the visitors who are included in the segment or only on a part of them (e.g.: 30%).

Create new experiment



Traffic allocation

You can limit the exposure of this experiment to a percentage of target visitors.

50%
OF VISITORS INCLUDED IN EXPERIMENT

50%
EXCLUDED

Control: 50 % of allocated traffic

Variation #1: 50 % of allocated traffic

Goals

We want to help you achieve goals more efficiently. A goal can be to increase the number of orders, members or average order value. An experiment is able to run without a goal, but you will not be able to determine if the changes have brought results. So we recommend adding at least one goal.

Goals measured:

Sale

Select or create a goal

Fig. 23

Now select the Goal that you want to measure. REMINDER: Goals like Conversion Rate, Revenue, AOV need to be integrated through a short piece of code (See Chapter 3.1).

Step 5. Schedule – set the time-frame for your AB test

Step 6. Final Step – name your experiment and set it as active or paused



4.2. Web Personalization experiment

In order to run an experiment in which you want to interact with particular segments of visitors by triggering personalized messages, click on “New Experiment” and then choose Web Personalization.

Create new experiment

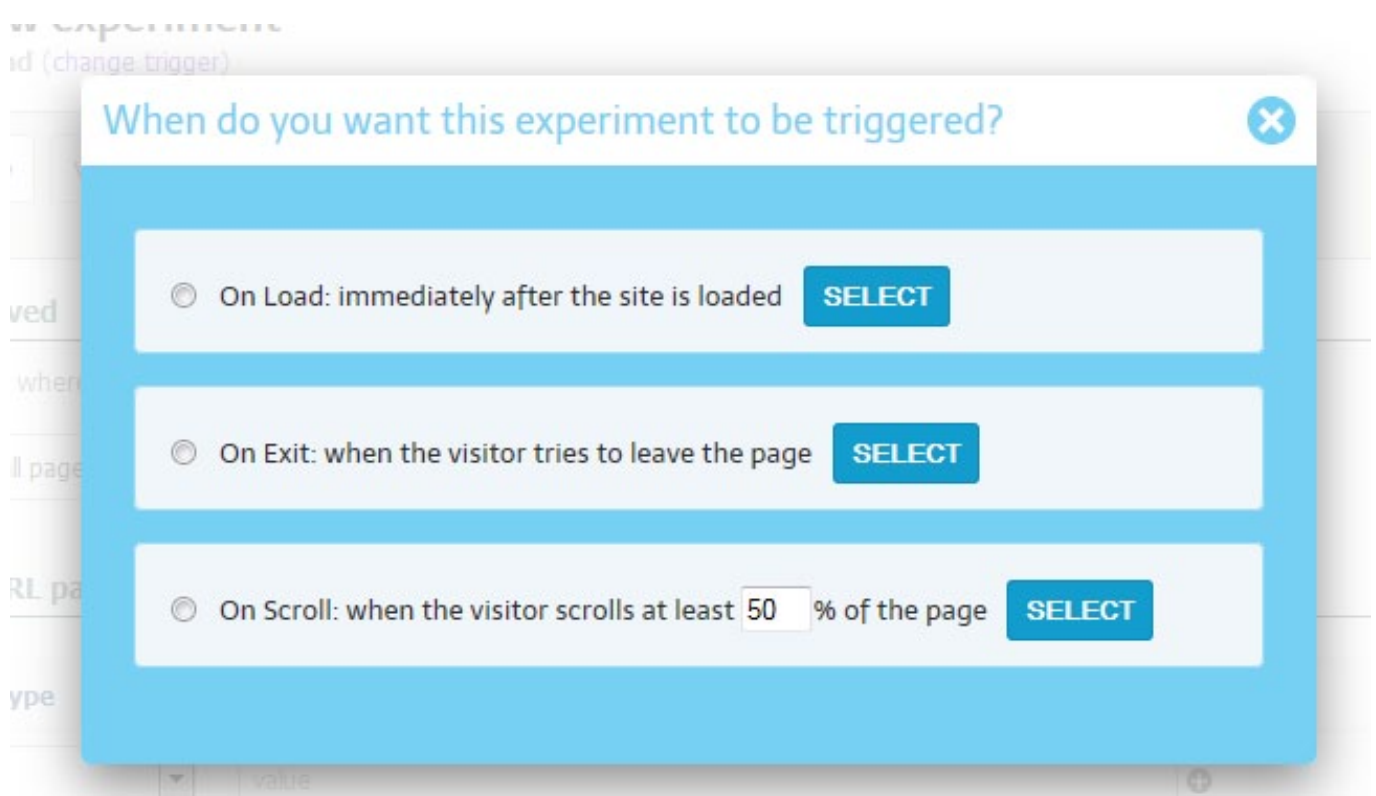
A/B Testing

Change any element on your webpages without wondering about your programming or design skills. Test your ideas on all your traffic or on smaller targeted segments for your marketing campaign.

Web Personalization

Address more personal to your visitors and customers. Catch them on the most strategic pages by using smart creatives and playing with custom variables, multiple templates and triggers.

Now choose when you want your Creative (pop-up, interstitial etc.) to appear: on-load, on-exit or on-scroll, depending on your objectives.



When do you want this experiment to be triggered?

- ☐ On Load: immediately after the site is loaded **SELECT**
- ☐ On Exit: when the visitor tries to leave the page **SELECT**
- ☐ On Scroll: when the visitor scrolls at least % of the page **SELECT**

Fig. 24



Step 1. Add the URL of the page(s) that you want to include in the experiment

Create new experiment

Triggered on: exit (change trigger)

PAGES INVOLVED
 VARIATIONS
 TARGET & FREQUENCY
 TRAFFIC ALLOCATION & GOALS
 SCHEDULE
 FINAL STEP

1

Pages involved

Manage pages where you want to run this experiment.

By default, all pages are INCLUDED in experiment ▼

Excluded URL pages

Matching type	Value
Choose ▼	value +

Fig. 25

The 'included/excluded pages' rule allows you to trigger a creative (e.g.: pop-up) on multiple URLs. Thus, you can create rules to include multiple pages by choosing from our preset list of options: URL contains, URL does not contain etc.

Step 2. Choose the creative/art-work

Create new experiment

Triggered on: exit (change trigger)

PAGES INVOLVED
 VARIATIONS
 TARGET & FREQUENCY
 TRAFFIC ALLOCATION & GOALS

CONTROL
 VARIATION #1 ▼
 + NEW VARIATION

Select or create a creative ▼

Fig. 26



If you haven't uploaded your Creatives yet, you can still do it now:

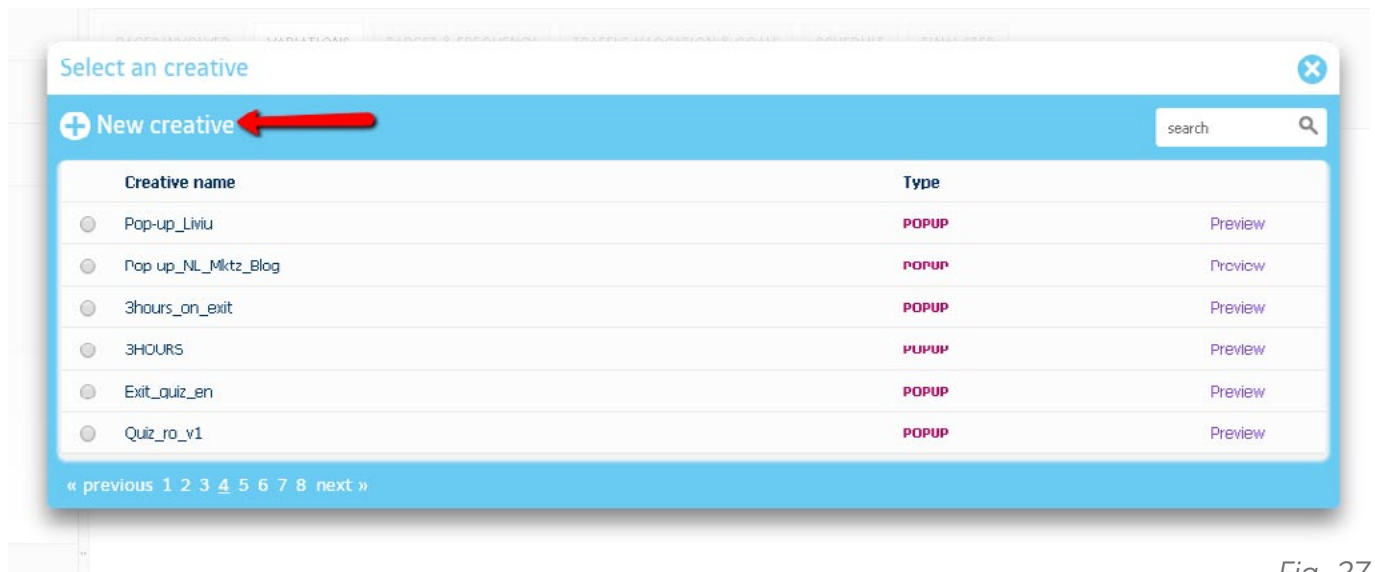


Fig. 27

Once created or selected, the Creative can be used in the experiment. See *how to upload Creatives in Chapter 3.3*.

Though, if you have already uploaded the Creatives, you just have to choose the one you need for the experiment. From now on, all of the steps are identical to the ones of an A/B test. See Chapter 4.1.A/B test Experiment, step 3.



Chapter 5. Create a survey

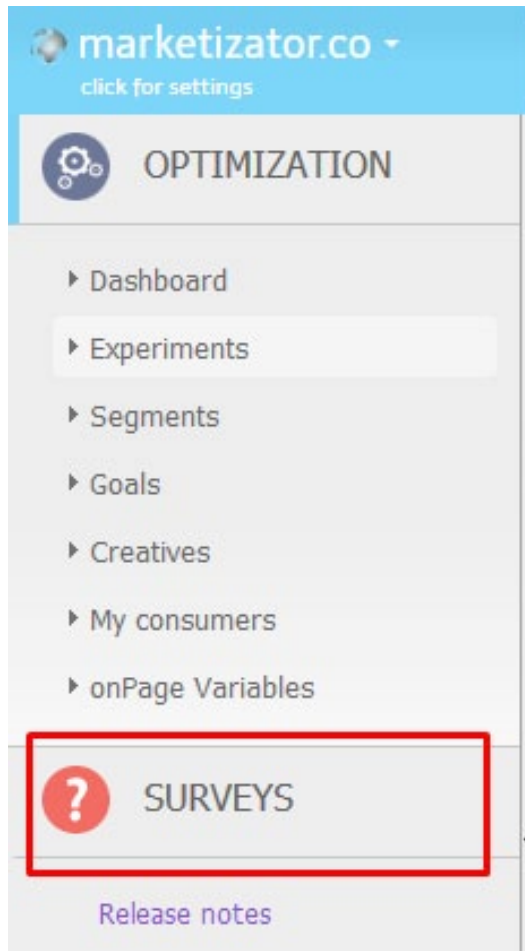
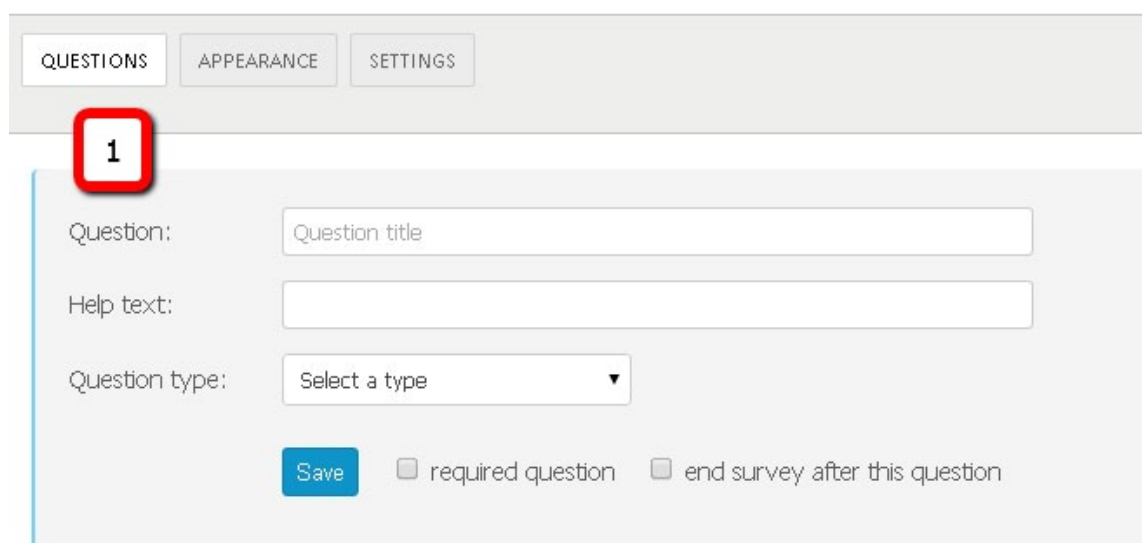


Fig. 28

First of all, choose how you want your survey to appear: as a pop-up or as a widget.

Then just follow the steps by setting up every aspect required by the app.

- **Select the questions type** (with multiple choice answers, unique answer, etc.)



QUESTIONS APPEARANCE SETTINGS

1

Question:

Help text:

Question type:

☐ required question ☐ end survey after this question

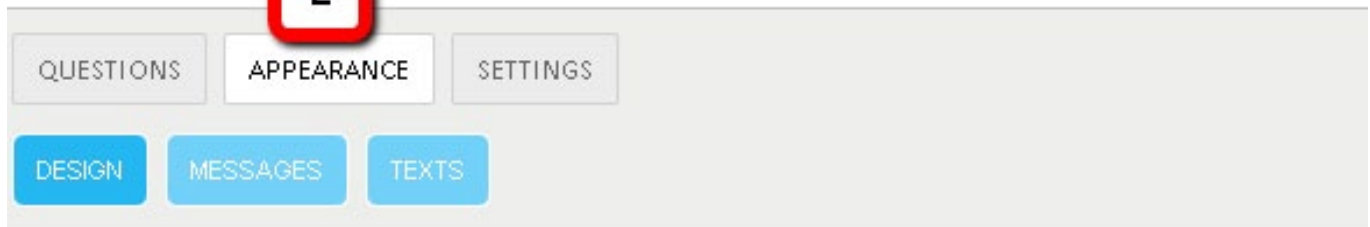
Fig. 29



- **Appearance:** choose colors, write some persuasive copy to convince your visitors to answer to your questions; you can also change the copy of the CTA buttons (next question, ask me later etc.)

Pop-up survey

2



Create your own color palette or choose one designed by us.

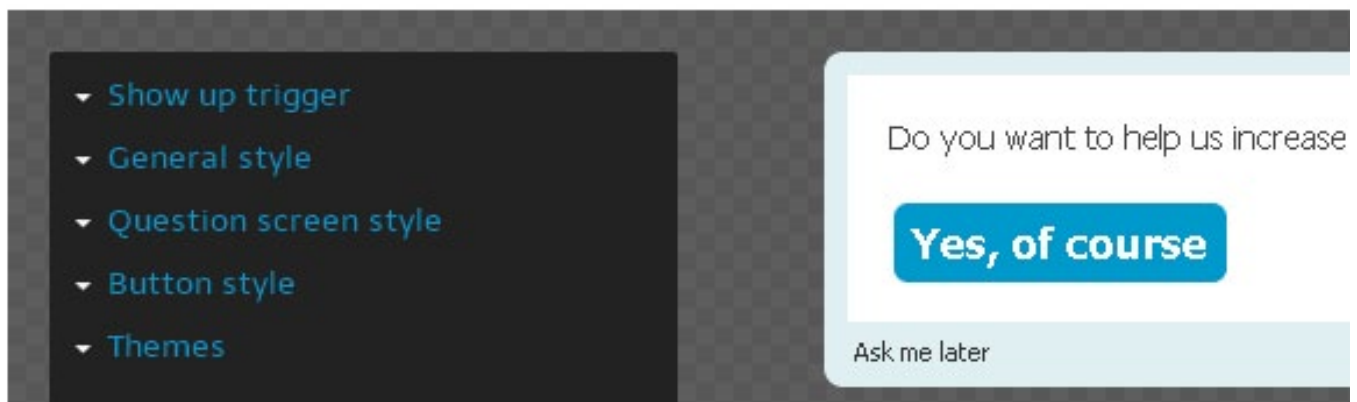
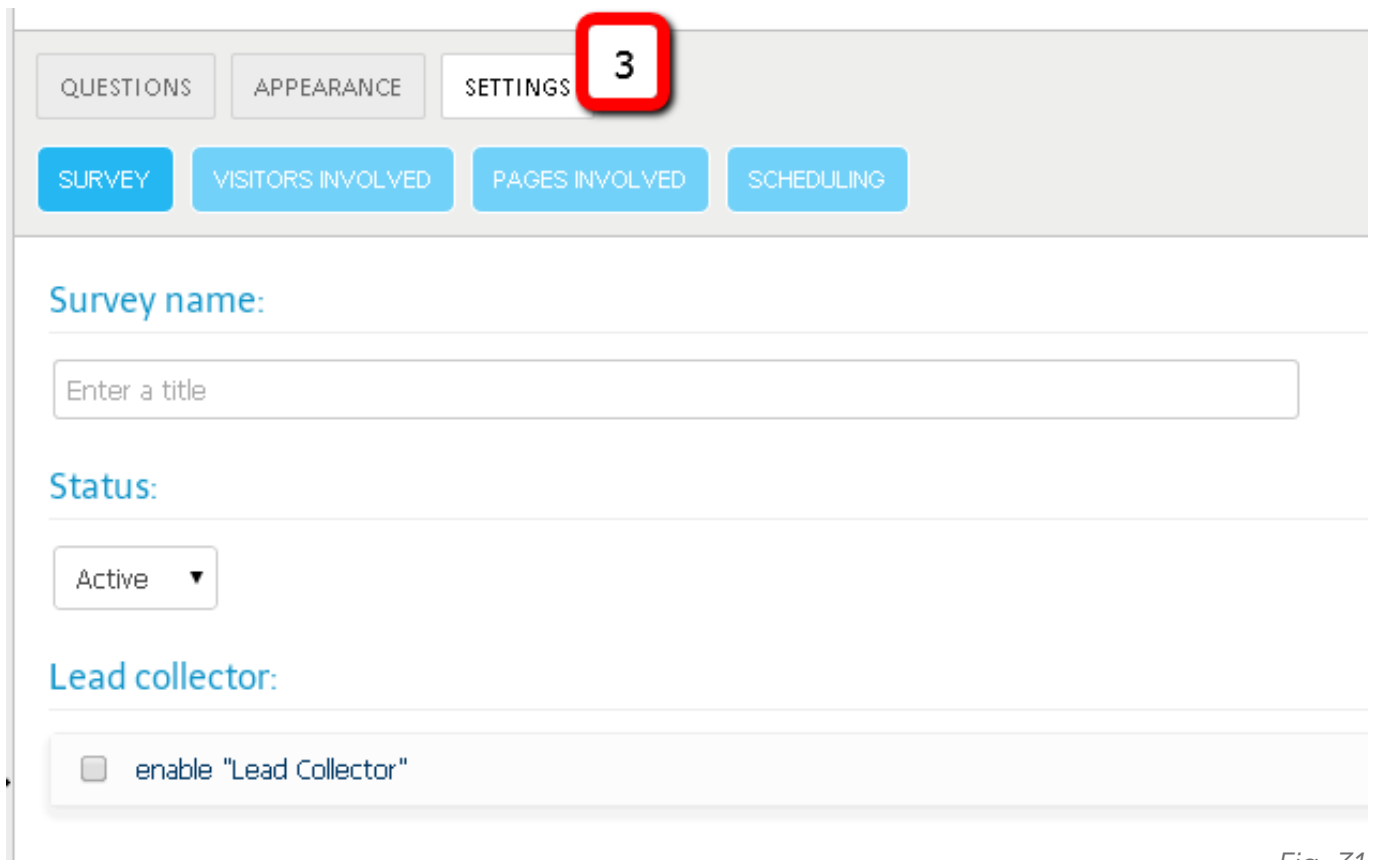


Fig. 30



- **Final settings:** choose your target audience, the URL of the page where you want to trigger the survey, allocate traffic and schedule.



QUESTIONS APPEARANCE **SETTINGS 3**

SURVEY VISITORS INVOLVED PAGES INVOLVED SCHEDULING

Survey name:

Enter a title

Status:

Active ▼

Lead collector:

☐ enable "Lead Collector"

Fig. 31



Chapter 6. Reporting

Once the experiment is ready to be set up as active, our app will start to receive data. So when you log in, the reporting window will appear in the dashboard.

Conversion rate and other similar indicators (e.g.: Revenues, Average Oder Value) need the implementation of a short Javascript code (as mentioned at 3.1). You can also access the details concerning the integration of custom goals here.

Example:

Dashboard

Running experiments

If there are experiments with the same target segment of visitors, they will be applied **BASED ON RANDOMIZATION**.

[CHANGE THIS](#)

Name	Visitors involved	Results	Action
Interactions	413	CONVERSION RATE 22.48% 2.6% REVENUE \$13.864,47 +3.22% AVERAGE ORDER \$282,95 5.21%	Actions ▾
Interactions	0	CONVERSION RATE N/A REVENUE N/A AVERAGE ORDER N/A	Actions ▾
Interactions	21.775	CONVERSION RATE 0.42% -48.78% REVENUE \$33.082.39 +2889.36% AVERAGE ORDER \$290.20 +4.89%	Actions ▾
Interactions	1.455	CONVERSION RATE 0.7% -83.91% REVENUE \$-274.71 -156.59% AVERAGE ORDER \$-27.47 -105.66%	Actions ▾
Interactions	3.883	CONVERSION RATE 0.73% -- REVENUE \$5.795.48 -- AVERAGE ORDER \$206.98 --	Actions ▾
A/B	1.480	CONVERSION RATE 5.25% +26.2% REVENUE \$13.658.57 -19.3% AVERAGE ORDER \$379.40 -26.02%	Actions ▾

Fig. 32



www.marketizator.com

