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Google Optimize

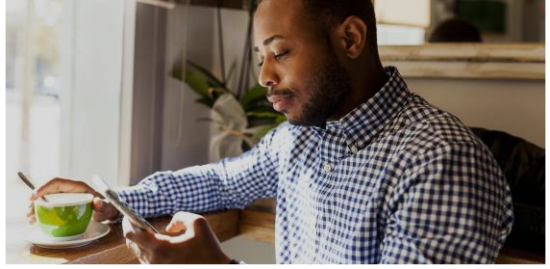
Deliver more personalized site experiences

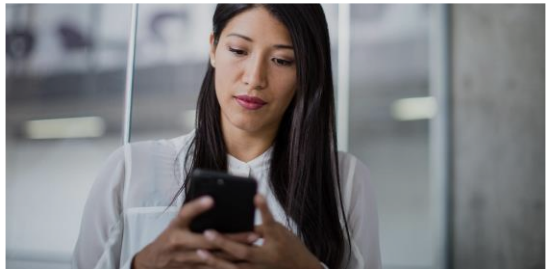
Tiffany Siu /September 27, 2018

We live in a data-rich world.

150x

Consumer interactions with mobile a day





Source: Kleiner Perkins Caufeld & Byers, 2013 Internet Trends Report.

Leading marketers are more than

2x

as likely to employ strategic experiments than the mainstream

Source: *Econsultancy and Google. Analytics and Measurement Survey, 2016.*

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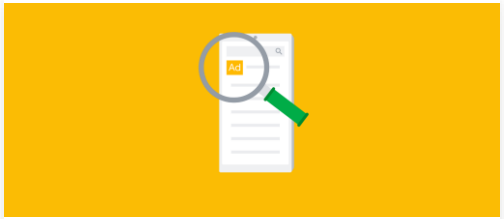
Core use cases with Optimize

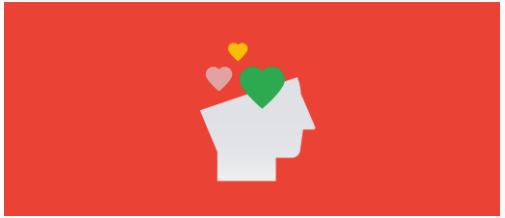
Test and learn

Test different variations of your site to identify the best performing version of your site.



Improved landing pages

With a deep integration with Google Ads, you can customize your landing page based on the ad a user engaged with.



Personalization

Deliver personalized versions of your site to your customers – at scale.

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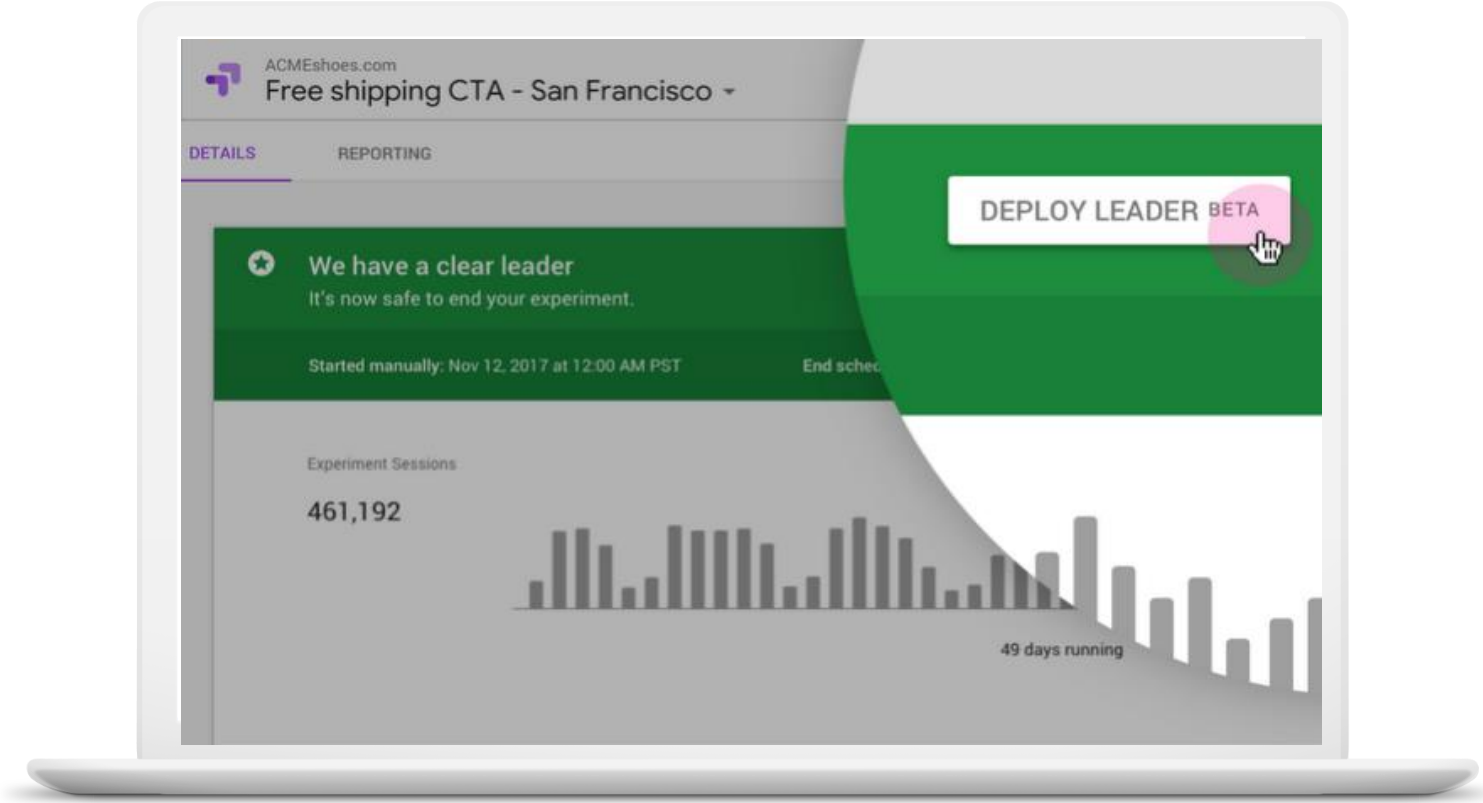
Find the best version of your site and set it live



Google

MANGO

Mango conducted website tests to improve the mobile site experience. One successful test involved the inclusion of an “Add” button in the product list page, enabling users to place a product directly into their shopping cart from the search results page.

49%

increase in users adding a product to their shopping cart

Read the full case study here

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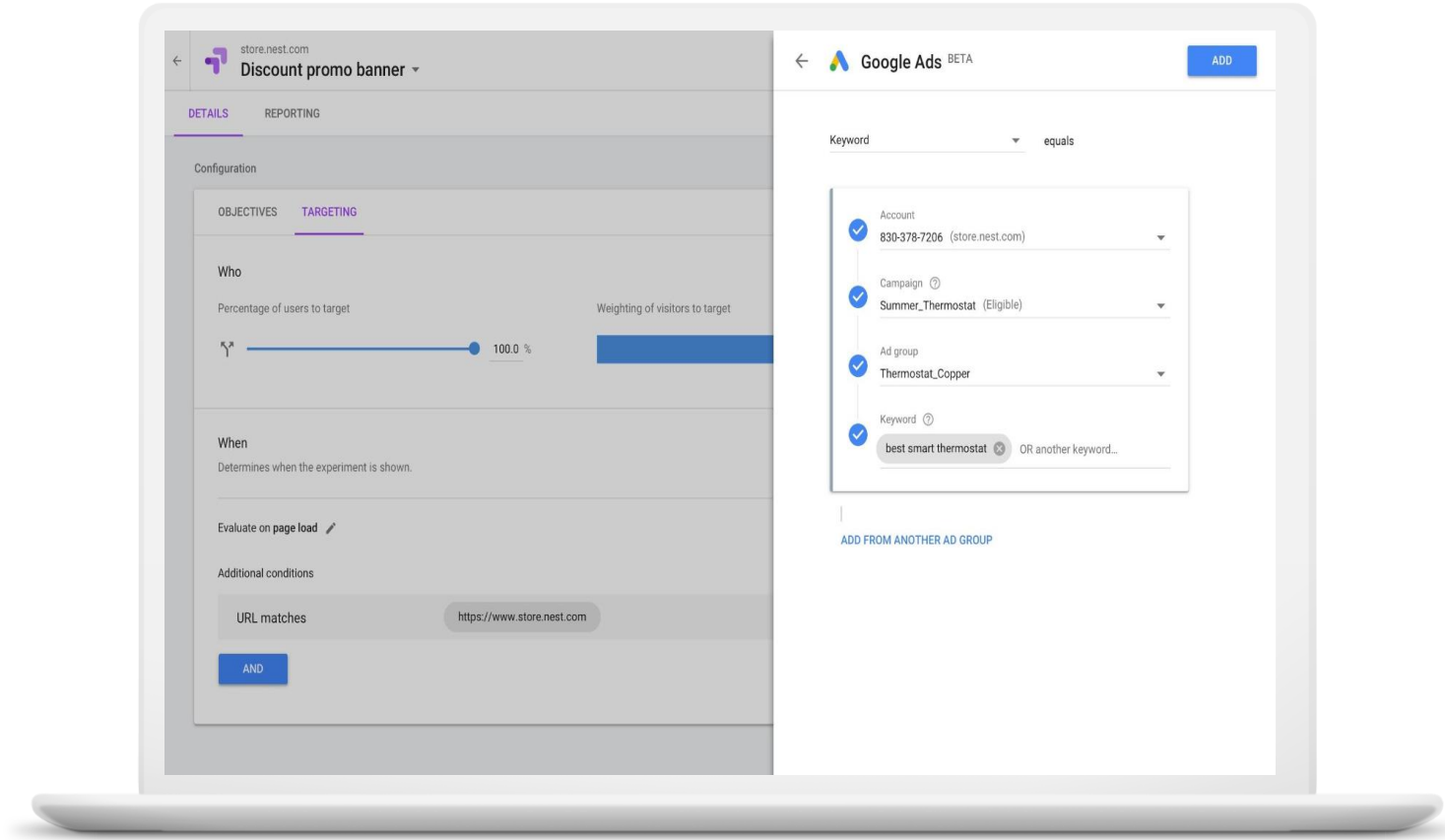

Google

Spotify

Spotify wanted to test the effectiveness of a customized landing page. Using the Optimize and Ads integration, the Spotify team created a custom landing page dedicated to audiobooks, then targeted the keyword "audiobook" from an Ads campaign.

24%

increase in premium subscriptions

Read the full case study here

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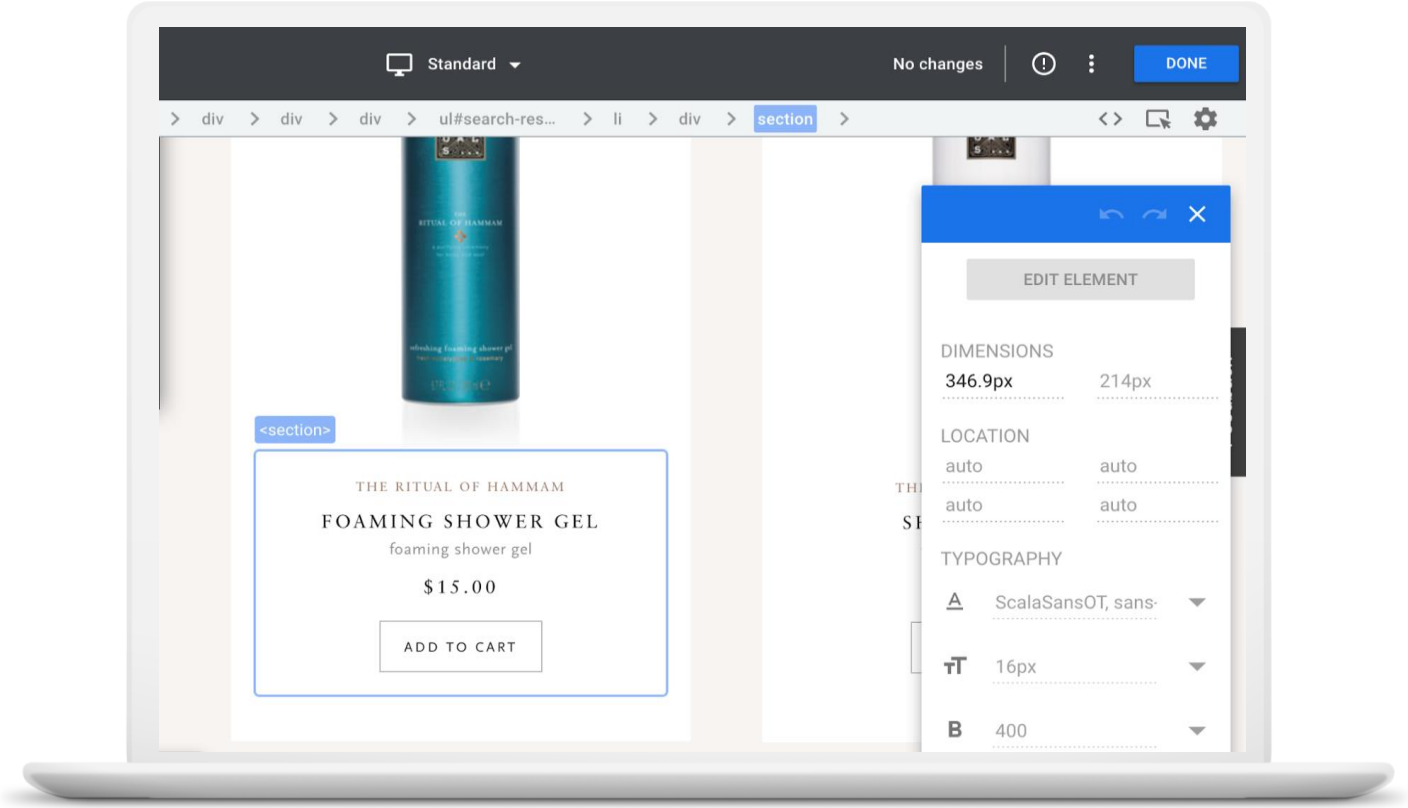
Customize your site for any segment of your users



Google

Rituals Cosmetics wanted to customize the site experience for each segment of their customers. Using new personalization features in Optimize, they've been able to deploy personalized experiences at scale.

50+

Custom product promotions on their site

Learn more about personalization features here

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Sign up for free at g.co/optimize

Thank You