

Adaptive Multivariate Optimization (AMVO)

Real-time Conversion Rate Optimization Method (US Patent Application # 11/880,823)

About Adaptive Multivariate Optimization

HiConversion's patent-pending Adaptive Multivariate Optimization (AMVO) method leverages intelligent search to present different page combinations, measure visitor reactions, and converge to a winning page combination in real-time. By taking this approach, the algorithm is able to allocate disproportional amounts of traffic to combinations that are better than the baseline and quickly filter out losing combinations. This, in return, means that AMVO will reach statistically significant results in a fraction of the time required by traditional MVT methods.

Features

The AMVO module is delivered as a fully automated solution that does not require any statistics, mathematical modeling, or technical expertise:

Process Automation: The AMVO optimization module is a fully automated system. You do not need the assistance of an optimization analyst to select the proper page combinations to be tested, to review the optimization results, or to predict the winner.

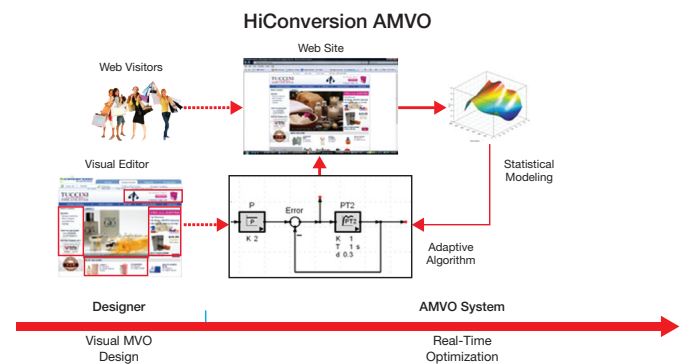
Adaptive Algorithms: The 'brain' of the AMVO module is based on self-learning algorithms that have the ability to determine web visitor preferences in real-time and to quickly converge toward the best performing pages without the need for human intervention.

Session Management: For purposes of consistency, the system is providing the same variable content during repeat visits by the same web visitor.

Real-Time Computing: The ability to perform real-time optimization requires a special rapid computing architecture that is able to calculate, within milliseconds, which version of the web page will be presented to a live visitor.

Performance Safeguards: To ensure the highest quality user experience, the system has the ability to abort the optimization action if response times exceed pre-determined parameters.

Fault Tolerant Architecture: The computing infrastructure is a load balanced, distributed system designed to be fault tolerant at each level. In cases of failure, the web browser will ignore the call to the optimization system and render the existing web pages without impacting the user experience.



Benefits

The AMVO module delivers the following benefits:

- ▶ **Speed** – AMVO delivers results 10x to 100x faster than traditional MVT solutions
- ▶ **Risk Elimination** – AMVO eliminates the risk of optimization through its ability to start lifting conversion rates after a very brief learning period
- ▶ **High Performance and Reliability** – Real-time, fault tolerant computing ensures the highest service uptime