DEMAND GEN® REPORT

⚙ **"WHAT'S WORKING" SERIES**

Orgs Relying On AI To Optimize & Test Website Performance

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Introduction

Optimizing and experimenting with B2B website content can feel like navigating a labyrinth — exciting yet overwhelming. Given the sheer depth and complexity of web pages, it's easy for practitioners to get lost in the maze and struggle to embrace the process. However, experts suggest that data-driven insights are the secret sauce that help fine-tune messaging, elevate the user experience and, ultimately, turn clicks into conversions.

But optimizing a website isn't a one-and-done task; it's more like a series of mini-adventures, with twists, turns and the occasional dead-end. And while the process may seem daunting, there's good news: Mistakes are part of the journey, as they often reveal what doesn't work before uncovering what does.

"The average win rate of A/B experiments is 30%, which means every time you put up an experiment, your theory is probably wrong," said Eddie Dunk, E-commerce Manager at Dermalogica, in a recent webinar with Intellimize, a Webflow company. "You need to open yourself up to embracing optimization technology, prioritizing customer conversations and creating a feedback loop with your team of ideas and iterations for website improvement."

On embracing technology, many practitioners are shifting their focus toward AI experimentation tools to help them run more thorough tests. With that in mind, this special report will uncover what's currently working in website optimization and testing strategies. Specifically, we'll focus on how to:

- Leverage data analytics to inform website design and content decisions leads to better user experiences and higher conversion rates, with a focus on the importance of continuous monitoring and analysis of website performance;

- Utilize AI and machine learning to analyze user behavior, predict trends and personalize user experiences;

- Provide prospects and customers with quick access to information via clear calls to action; and

- Create high-quality, keyword-rich content by utilizing meta tags and building backlinks to improve search engine rankings and visibility.

Personalize & Localize Website Content
To Optimize Relevance

When it comes to website optimization, personalization and experimentation are two essential tools that help marketers refine user experiences and drive engagement. While these strategies seem complex, they offer ample opportunities to blend creativity with data-driven approaches.

"Personalization is just another way to optimize, but it's not something you can go into without utilizing one of your other methodologies — aka A/B testing — to prove and validate your assumption before delivering that to a user," said Sam McAlear, Sr. Director of Growth Marketing at **MinIO**, a provider of S3 compatible storage for AI. "You need to create an overlap or loop of A/B testing to feed into your personalization strategy."

McAlear emphasized the importance of testing before delivering personalized content. It's not enough to make assumptions; instead, marketers must rely on data to ensure their tailored messages are hitting the mark. By creating a feedback loop between A/B testing and personalization, companies can continuously refine their strategies and avoid unnecessary missteps.

"You don't have to be so rigid in your testing strategy," added Sarah Good, Web Content and Optimization Manager of insider risk software solution **Code42**. "We prioritize small content changes running at once instead of swapping out a whole webpage. We'll take every element in the module and test it at the same time, whether it's the header, subhead, link copy or CTA."

Good highlighted a more agile approach to testing, encouraging experimentation with smaller changes that can yield significant insights. By testing individual elements rather than overhauling entire pages, businesses can pinpoint what resonates with users, optimizing in a way that's both efficient and effective.

Dunk noted that personalization doesn't always have to come from sophisticated algorithms or data points — it can start with something as simple as reading customer feedback. By addressing common concerns found in reviews, marketers can create new opportunities for personalization and testing, ultimately creating a more responsive and customer-centric web experience.

"Don't underestimate the power of going through customer reviews for personalization information," said Dunk. "If you can filter lower-performing reviews and determine common problems or trends, you can add new web pages or sections to web pages that address those common issues head-on. You can interpret those reviews and create tests that determine people's sentiment toward your responses."

"Personalization is just another way to optimize."

SAM MCALEAR, MONGO DB

How Code42 Drove 15% Lift In Conversions With Website Optimization

Code42 is a cybersecurity software company that's been safeguarding brands for nearly two decades. Although the company has long been a leader in its industry, Code42 underwent major changes in 2022 that caused it to rethink its website strategy.

The Challenge

After selling off the cloud backup and recovery arm of its business, Code42 needed to overhaul its brand messaging to match the company's refocus on its insider risk management offerings. With this change came a new website and a new target market for Code42. But without a testing program in place, the company had no insights into how to reinvigorate its website and make its primary conversion points — "contact sales" and "free trial" — the lead generators they once were.

To solve this problem, Sarah Bartlett, Director of Web Strategy and Marketing Operations, and Sarah Good, Senior Web Program Manager, were looking for website optimization software that would allow them to scale their experimentation program.

The Solution

After vetting several traditional testing vendors, Bartlett and Good selected **Webflow Optimize**, mainly to leverage its proprietary AI technology. Because of its ability to show unique page variations to each website visitor and automatically allocate traffic, the Code42 team felt confident that this would enable them to increase their experimentation velocity even with their limited bandwidth.

To capture the most insights quickly, Code42 experimented with the headlines and sub-headlines on its high-traffic pages. Within six months, the team created 76 different variations of their homepage that spoke to a variety of personas so they could learn what high-level messaging resonated best.

Additionally, Code42 integrated Webflow Optimize with its marketing automation and account-based marketing platforms to leverage intent, company and person-level data, enabling them to easily create target audiences and provide even more personalized experiences. This also gave them the ability to report on a more granular level to glean deeper insights about their website's performance among particular audiences.

The Code42 team also could optimize the experience if someone had already converted on their "contact sales" form. Using this information, they changed the calls to action across the site to drive those visitors toward starting a free trial rather than contacting sales again.

"We used to make so many changes to our base website based on a hunch or suggestions from product marketing or leadership," said Good. "Now, we can test those ideas first without having a dedicated CRO headcount."

Another area the team has seen success is the product module on Code42's homepage. They experimented with adding a product video to the module, and within two months, saw that visitors who were shown the video converted 50% more than those who were not. Because the variation with the video was seeing higher conversions, Webflow Optimize automatically surfaced the video to more traffic without any interference from Code42. Because of the overwhelmingly positive results, Good chose to add the video to the module permanently.

The team also experimented with the copy in the module by creating versions for both traditional and progressive security buyers. Through the AI-driven experiment, they found that their "progressive" copy worked across more personas than they initially expected. As a result, they've been able to test this messaging more broadly across other parts of their website and have seen additional success.

The Results

With Webflow Optimize, the Code42 team scaled their experimentation program without hiring a dedicated conversion rate optimization professional. The company typically has 100-plus variations running on its site at any given time.

Since starting with Webflow Optimize, Code42 has seen a 15% conversion rate increase on its "contact sales" and "free trial" forms, plus 2,000 incremental conversions from other experiences they've run. With these impressive results, they're excited to continue their website optimization journey.

Leverage Data Analytics To Determine
## What's Resonating With Visitors

When determining what page(s) to start testing and optimizing, Good recommended beginning with one of the most high-traffic pages — such as a website's homepage — because it collects the most data. She continued that it's a "great real estate spot" to experiment with different messaging and content offerings to see what resonates most strongly with prospects and customers.

She noted that Code42 leverages an AI optimization tool to automatically A/B test content based on the individual interacting with the web page, which then collects the information to determine the more successful option. However, Good cautioned against making a permanent shift once one variant starts to glean the most success because the data isn't always definite and is prone to spikes and timely trends.

"We don't always have a clear end to our testing because the data can shift so suddenly," said Good. "We can collect a bunch of data one week and present it to our C-suite, but then the next week the AI tool has shifted traffic to a different content version that becomes a higher performer. When presenting our results, we make sure to stress that our data reflects what's currently trending. There's always going to be seasonality, and it might not always be statistically significant at the time you have to present information."

To that end, there's still room for manual intervention in the experimentation process. While machine learning and AI tools can help surface relevant content and expedite the testing process by automatically plugging in new variables, there's still a fair amount of human intervention required to ideate and change website content.

"Every month, we have a meeting to summarize what's working and what's not," said Dunk. "We talk about it and discuss things, which creates a loop of testing ideas. When you're discussing feedback with a group, it helps you understand and digest the information more."
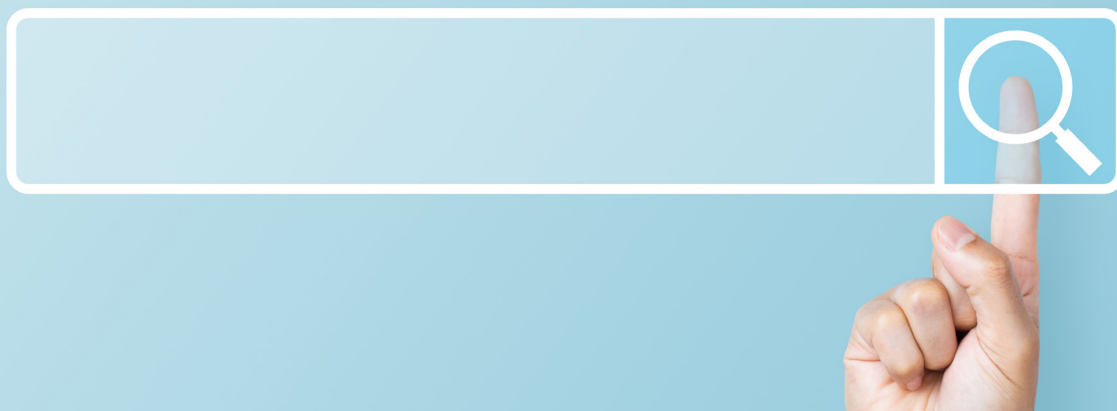
Analyzing Existing Content Performance
To Optimize Traffic

A key component of curating website content is to ensure it's fully optimized for web search and follows SEO best practices. However, with **Google making changes** and altering its rankings system seemingly on a whim, marketers must take a proactive approach to ensure their websites are ranking high.

With that in mind, Andy Crestodina, Author of "Content Chemistry: The Illustrated Handbook for Content Marketing," emphasized the importance of setting up brand alerts during a **B2B Marketing Exchange** session. He continued that whenever an organization receives a notification that their brand was mentioned, they should visit the site and check for relevant links that could pull more traffic to their page.

"If you're mentioned in a post and it's not linking to your website, you have a golden opportunity for 'link reclamation,' which includes finding all your mentions, reaching out to the relevant editors and asking to link the content back to your website," Crestodina explained. "I do this once a week, and it's valuable — it's the lowest hanging fruit in SEO, even if you pay no other attention to link building. If your competitors are growing their website's domain authority faster than you, you're going to end up with a big disadvantage."

Additionally, Crestodina mentioned the importance of focusing on the pages that appear on Google, as they'll often generate 9,000% more traffic than the average page. As these "traffic magnets" act as the entry point to an organization's website, they need to be reviewed with a fine-toothed comb.

Continuing how to judge optimization and digital results, Crestodina noted that two primary numbers impact digital results: Traffic and conversion rate. He continued that when reviewing analytics pages, the two most important factors to measure include:

Analyzing page views, which are usually immediately visible in analytics reports	Segmenting organic traffic to determine the landing pages that drive the most visitors

Conclusion

The synergy between personalization and experimentation is crucial for optimizing website performance and enhancing user experiences. By leveraging A/B testing to validate assumptions, embracing agile testing approaches and integrating insights from customer feedback, marketers can fine-tune their strategies to meet the diverse needs of their audience. Marketers have to continuously iterate on their tests and websites, rather than just end when they're not seeing results.

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