

HAS YOUR OPTIMIZATION PLATFORM ACHIEVED ITS POTENTIAL?



The Conductrics platform plus our [Search Discovery optimization consulting services](#) create a partnership made to focus on your technical testing needs across teams, deliver exceptional customer experiences that drive business impact, and evolve your optimization program.

OVERVIEW

The Conductrics platform is a decision engine that provides the statistical and technical rigor to help you capitalize on your data and create experiences that delight your customers. At the same time, it makes test design, execution, and management easy and accessible across your teams. The platform is flexible with broad capabilities that will address your experimentation and optimization needs.

Search Discovery's optimization experts understand how to help your team get the most from the Conductrics platform. Our partnership relies on direct, continuous communication with Conductrics to help deliver custom features or wish list items. Our consultants apply a personalized, evidence-driven approach to help build your team's capability and get to escalation points faster.

CONDUCTRICS AND SEARCH DISCOVERY COMBINED BENEFITS

- Advanced optimization technologies
- Critical, personalized expertise/experience to support your team
- Full-stack integrations on dedicated servers for each client
- Fast, easy avenues for developers to support marketing and product teams
- Simplicity and ease of integration with the existing technology stack
- Templates for marketers to own campaigns with minimal upfront know-how
- Fully transparent & interpretable machine-learning-driven optimization and personalization activities
- Compliant data privacy and data security
- A best-in-class optimization program that drives business impact



SOLUTION

The [Conductrics Optimization Platform](#): regardless of your organization's optimization maturity, Conductrics has you covered with a full suite of decision support and optimization technologies from basic to aspirational, including:

AB Testing and Multivariate Testing (MVT)

1. Filter and/or target users
2. Select custom weights for selection
3. Assign both primary and guardrail goals
4. Create mutually exclusive tests and customer swimlanes

1

Multi-Armed Bandits (Adaptive Optimization)

Discover and select the best-performing options for your customers faster and more profitably.

2

Interpretable Predictive Targeting and Machine Learning

Actionable learning: Quickly see which customers prefer each targeted experience.

Interpretable results: Easily audit for data governance and compliance with GDPR.

3

Multi-touch Optimization/ Campaign Orchestration

Advanced and flexible flow control ensures the proper orchestration of your tests and targeting campaigns.

4

USE CASES ENABLED BY OUR PARTNERSHIP

In 2019, a **hospitality industry leader** needed an optimization vendor evaluation, so they turned to Search Discovery to find a good fit for their somewhat quirky environment, which required a lot of server side testing. We selected Conductrics as the best platform to help our client achieve their business goals due to the platform's nimble features and ability to easily integrate into and improve the existing environment. Now, as our client recovers from significant pandemic challenges, we're helping them not only to rebuild their optimization program but to increase conversions, increase revenue, and scale it up. [Read more!](#)

One **pharmaceutical and CPG giant** needed support to help several autonomous business units scale their optimization instances individually and simultaneously. Because Conductrics is easy to implement and integrate, and because it's a global solution that plays well with international APIs and legal requirements, it has been a good choice for our client to integrate it without delays or conflicts, even across borders and through shifting regulations. Results have been so good that Search Discovery has led additional trainings to help our client get Conductrics on more instances to scale testing program benefits across multiple brands and multiple regions.