



Service Definition

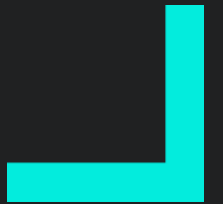
Conversion Rate Optimisation (CRO) and
Optimizely Experimentation

2024/2025

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The Optimizely Experts



Our mantra

Plan.
Create.
Operate.
Measure.

Netcel in a nutshell

- An independent digital product consultancy
- We operate globally from our bases in St Albans
- 40 strong team of experienced practitioners
- We work exclusively with the Optimizely Digital Experience Platform
- Worked with Optimizely since 2005
- Optimizely Platinum Partner
- UK Optimizely Customer's Choice Partner of the Year 2022 & 2023
- UK Optimizely DXP Partner of the Year 2021
- Justin Masters, CTO and two Solution Architects are Optimizely Most Valued Professional (OMVP)
- Over 20 clients supported on Optimizely



Summary of service: Conversion Rate Optimisation (CRO) and Optimizely Experimentation

If research shows the way, experimentation delivers the proof. Our experimentation services increases the number of customers taking the actions that matter through analysing, testing and learning. We leverage best practice activities to enable you to experiment and improve effectively using the marketing leading Optimizely platform.

Features

- Proven A/B testing combined with automated personalization
- Create, test, and roll-out personalised features and multiple experiments
- Experimentation programme planning – establishing objectives, measures and hypothesis
- Experimentation roadmapping – prioritisation of hypothesis backlog
- Experimentation creation & management – building agreed experiments
- Experiment analysis & recommendations against agreed measures
- Target real-time customer segments, increasing effectiveness of experiments
- Visual editor to test and iterate before building in code
- Optimizely is the fastest A/B Testing solution on the market
- Stats accelerator enables getting to results of experiments much quicker

Benefits

- Embed evidence based thinking
- Lower risk before making big investments
- Identifying the most effective feature
- Discover and measure real impact metrics
- Demonstrate incremental improvement
- Improve digital customer relationships
- Supercharge e-commerce operations, boosting both engagement and core website KPIs
- Turn business as usual into 'better as usual'



We plan, create & optimise digital experiences solely on



75+

Solutions built
since 2005

19

Years'
knowledge

19

Clients supported
on Optimizely –
the most in the UK



Three OMVPs
across strategy &
tech



Certified dev
team





Get in touch

If you have questions, please contact:

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