

The Amadesa Customer Experience Suite enables marketers to leverage their online marketing investments to improve website conversions and revenue while boosting customer engagement. Ease of use and implementation are benchmarks of our products, but we offer a wide range of on-demand professional services options to fit your needs and ensure your success. If you require assistance with strategy, planning, execution or analysis, we offer self-service, managed service or full service programs that adjust to your organization's needs.

## STANDARD SERVICES

### TRAINING

Introductory training includes four dedicated hours with an Amadesa Training Manager scheduled at your convenience. During the session, tailored specifically to your team, you will learn all the basic functions of the Amadesa Customer Experience Suite, and will gain hands-on experience setting up optimizations. Training includes:

- Understanding the basic fundamentals of A/B and Multivariate Testing
- Extending initial successes and refining efforts with Segmentation and Content Targeting
- Implementing advanced automation techniques for optimal Relevance Targeting
- Identifying and understanding winning versions via reporting and analysis
- Acquiring best practices in planning and executing optimization tests

Additional training is available upon request at our published rates.

### SUPPORT

Amadesa Client Support is available via email and phone for assistance with implementation, test configuration and general troubleshooting. Support is available weekdays, 8am – 6pm Central Standard Time (CST).

## SUPPORT FUNCTIONS

### Standard Services

- Training
- Support

### Professional Services

- Strategy & Planning
- Execution & Analysis
- Custom Development

## ABOUT AMADESA

Amadesa is the first company to deliver a software-as-a-service (SaaS) solution focused on delivering a dynamic website through testing, targeting and automated content delivery. The Amadesa Customer Experience Suite™ offers end-to-end testing and relevance targeting solutions to help online businesses maximize revenues, enhance customer engagement, increase conversions and improve marketing ROI.

### **PROGRESSIVE®**

"We are impressed by Amadesa's entire product offering and the access we have to Amadesa's top-notch client services team. With Amadesa, we can efficiently test and adjust our offerings and messaging to exceed the expectations of our visitors."

TOBY ALFRED  
ACQUISITION LEADER  
PROGRESSIVE INSURANCE

## PROFESSIONAL SERVICES

Amadesa Optimization Managers are experienced online marketers from a wide range of industries and backgrounds. Together with our customers, they have delivered thousands of successful optimizations, contributing to an extensive knowledge base and best practices library – which will be leveraged on your behalf. Services include:

### QUICK START and QUICK START+ SERVICES

Amadesa offers 2 options to give your testing and targeting program a successful jump start. Each option provides services for site evaluation, roadmap planning, technical implementation, optimization strategy and creative consulting.



“Amadesa offers unrivaled customer service. While meeting to roll out our initial optimization test and overhaul our shopping cart, Amadesa’s team, from the top down, took time to discuss our vision and provide input on the best ways to enhance our conversion rates.”

KRISTIN DACH, CFO,  
2CHECKOUT.COM

### STRATEGY & PLANNING

We will assist you in developing a testing and relevance targeting strategy tailored to meet your specific needs. Combining in-depth interviews with your team, competitive analysis, and detailed site reviews, your Amadesa Optimization Manager will design a strategic plan to deliver the fastest results while focusing on your key goals.

### EXECUTION & ANALYSIS

When customers need additional assistance managing their implementations, the Amadesa Optimization Manager will work with them to create and launch the efforts. The Optimization Manager will monitor test performance, provide regular updates on activity and analysis, and consult on adjustments as necessary.

### CUSTOM DEVELOPMENT

Custom development is also available on a project basis. As part of the custom solution, your Optimization Manager will assist you in testing design, templates, layouts, user experience, error messaging and validations, and more, to increase conversions. Amadesa’s team of Optimization Managers have years of experience in Web development, Web programming and complex custom coding initiatives.

### SELF-SERVICE

Companies with strong in-house support often require little external assistance and want to retain as much control as possible. Our self-service, marketer-controlled offerings allow us to adjust support to your organization’s changing needs. But we don’t leave you to figure out everything on your own. This Marketer-controlled option includes:

- Initial and ongoing training
- Account management
- Extensive knowledge base (Online help center, context support)
- Email and phone support
- Support hours included in suite costs

### MANAGED SERVICES

Companies with limited in-house support and project needs can choose from Amadesa’s managed services. Managed Services includes all the Self-Service offerings, plus:

- A la carte options for strategy, test planning, creative, copywriting, execution, analysis
- Available in ‘service units’ (10 hour blocks)

### FULL SERVICE

For companies looking for complete, ongoing support, Amadesa’s full-service option is your one-stop website testing shop. The Full Service offering includes all of the Managed Services offerings, plus:

- Amadesa manages entire flow of work
- Client checkpoints for process confirmation (Strategy, test planning, creative, copywriting, execution, analysis)
- Total cost of ownership to customer includes suite plus services and is available on a per project or retainer basis