

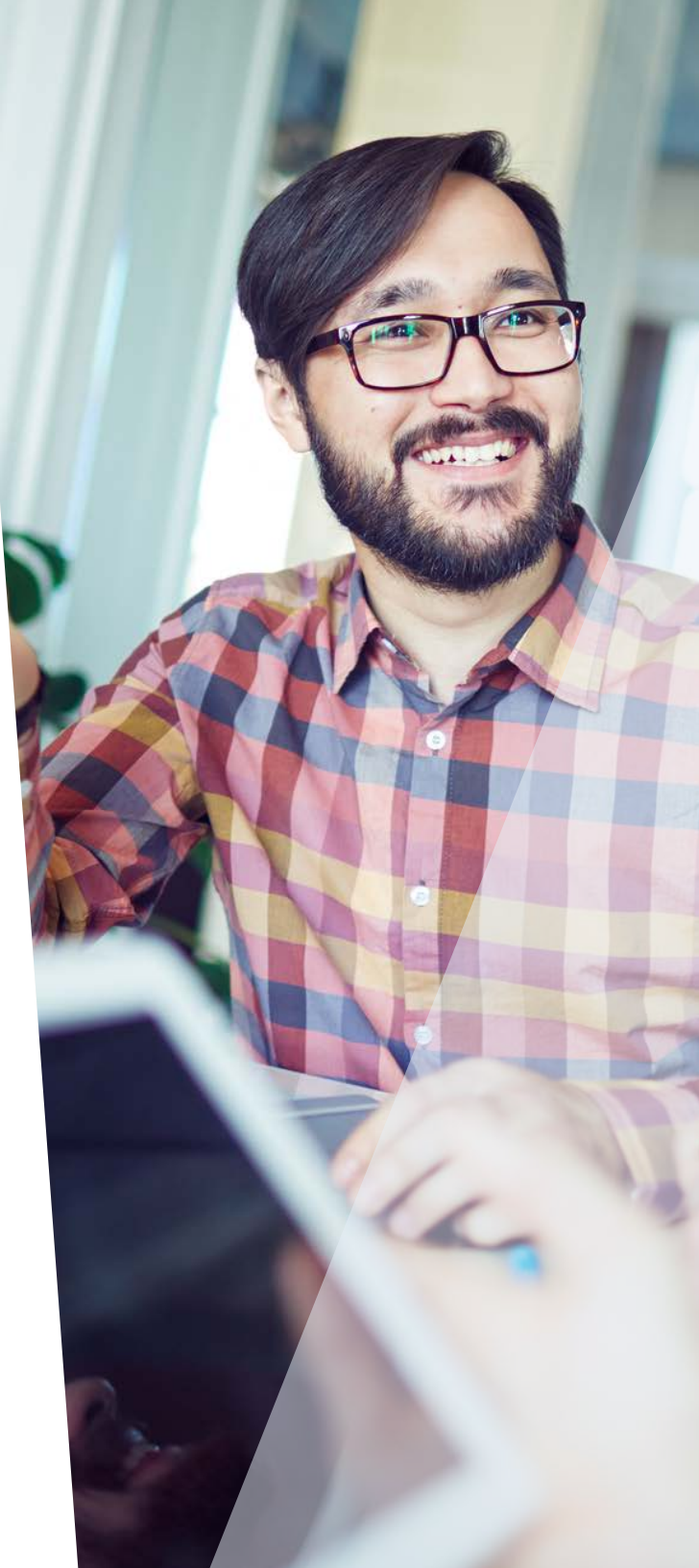


AI-driven Solution for Digital Growth Optimization

LIKE FINDING A NEEDLE IN A HAYSTACK

Optimizing the customer experience (CX) is critical to growth and staying competitive. But when building digital experiences, there is a complex set of choices to make to improve results, especially visitor conversions. Those choices can include visual designs, site navigation, number of pages, copy, search functionality, and everything else that goes into the look and flow of your experience. To make matters worse, the ideal experience changes over time as competitors introduce promotions, new offerings launch, and customer expectations change—such as during seasonal holidays. With so many dynamic factors influencing consumer behavior, finding the best experiences that drive growth is like finding a needle in a haystack.

It could be one small experience change that leads your visitors to buy, or it could be a combination of multiple factors which change frequently. As soon as you find the needle, if you find it, it moves, and so does the haystack. With all this flux, how can enterprises and digital-first companies optimize their CX to deliver on the key performance indicators (KPIs) they're targeting?



DIGITAL GROWTH OPTIMIZATION

Digital leaders rely on Evolv to define their optimization strategy, generate a constant source of new ideas to be explored, and leverage our proprietary AI to serve progressively better customer experiences and find the best customer journey. The Evolv Digital Growth Optimization solution **finds the needle in the haystack** every time by leveraging artificial intelligence (AI) to help companies achieve their KPIs more efficiently.



EVOLV'S PROCESS TO SUSTAINABLE GROWTH

The Evolv Digital Growth Optimization solution delivers ongoing optimization to continually serve up customer experiences that stay relevant and achieve sustained growth. Our clients benefit from a process which is proven to drive gains quickly.

STRATEGY

The strategy is informed by your company goals and specific KPIs. The roadmap is designed to find ways to reduce friction and inspire action across your digital experience. For example: if there is a high drop-off rate on the shopping cart, reducing the resulting revenue leakage could be a primary goal. Our growth team will determine the highest areas of opportunity. In most cases, the strategy focuses on a primary metric which directly supports a growth target as well as a number of related, secondary metrics, such as Average Order Value (AOV), Time to Conversion, Units per Order (UPO), and Attachment Rate / Product Affinity.



IDEATION

The ideation step is all about creating a search space by considering which changes to the digital experience will influence the targeted KPIs. Evolv's team uses our own proprietary user experience (UX) research to identify areas for improvement. We use it to guide the selection of ideas and resulting changes which then informs many variations. This is a key benefit of ideation at AI scale. It empowers your team to experiment with practical elements of the digital experience, such as how many pages are included in a given journey and whether to make the navigation sticky.

Because it's not limited by time and traffic, ideation at AI scale enables you to consider ideas for optimization that would not have been possible with traditional testing. It opens the door to more creative and innovative ways to optimize the CX. This often results in finding unusual or counterintuitive ideas that deliver the best outcomes for our clients.



LAUNCH

In launching an optimization, the Evolv Digital Growth Optimization solution serves up experiences drawn from the initial changes and their variations as well combining them into new experiences. The optimization is guided by your customers and their responses. Each unique interaction trains the AI's active learning model to quickly identify winners. As ideas start to emerge as top performers, machine learning starts to direct more traffic to the best performing combinations. It tracks how each element contributes in real-time to the delivery of results.



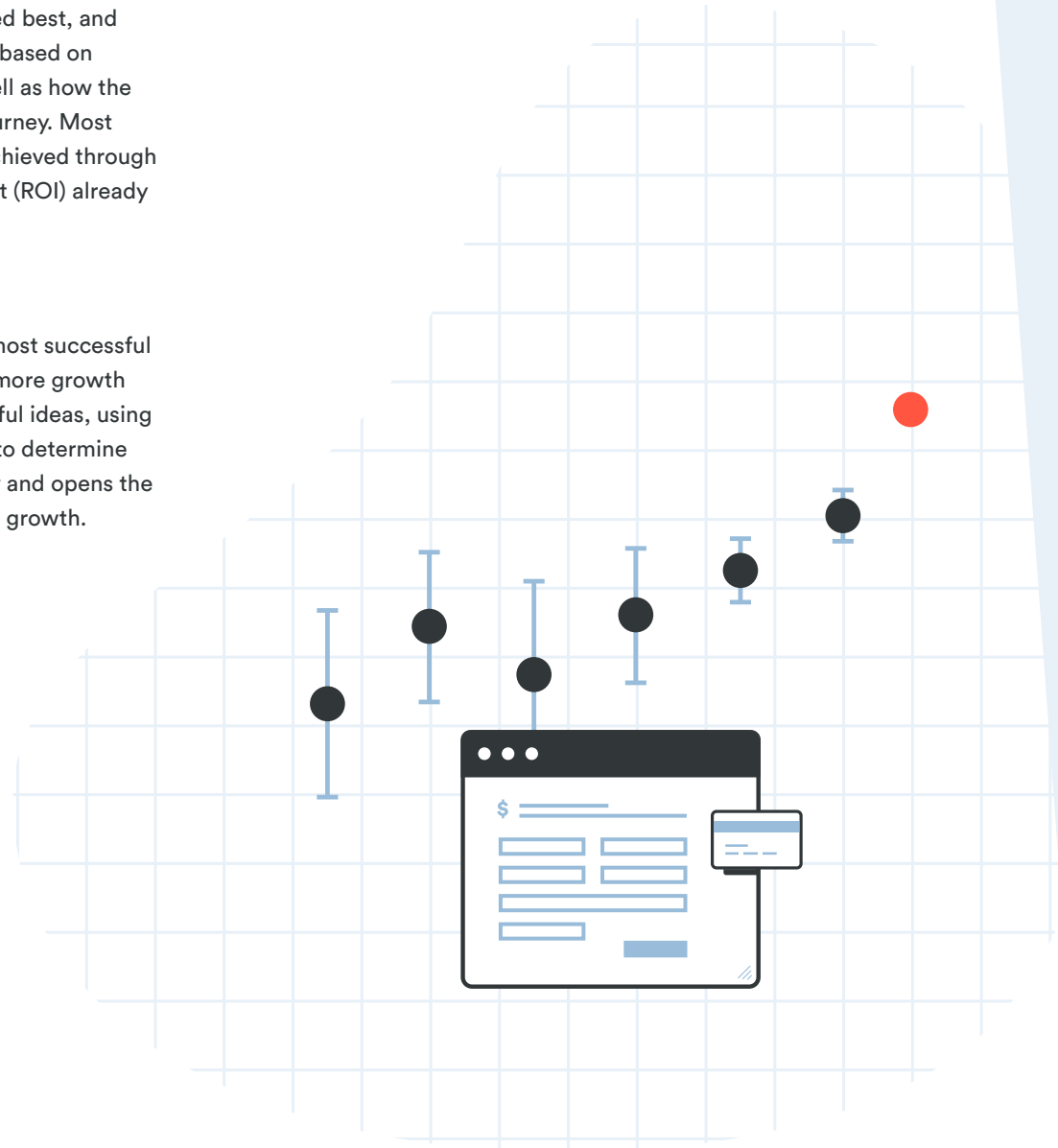
RESULTS

Achieving Results

Clients start to see measurable results within 30 days from launch. The results highlight which ideas or combination of ideas performed best, and why. This provides an informed basis for further optimizations based on actual learnings. The optimization shows the average lift as well as how the best performing ideas delivered across the entire customer journey. Most importantly the results show actual revenue growth already achieved through the existing optimization, highlighting the return on investment (ROI) already realized.

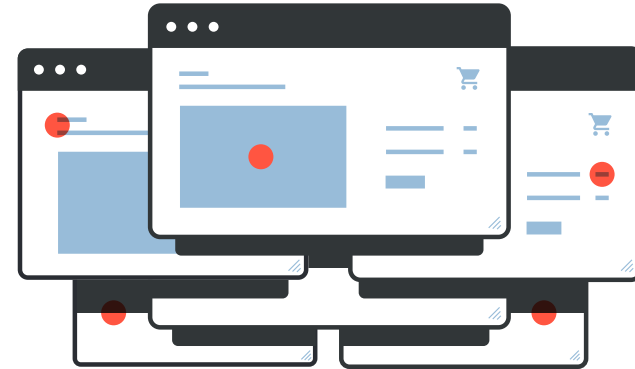
Understanding Results

The results help digital leaders understand which ideas were most successful and by how much, as well as why certain variations delivered more growth than others. It provides an opportunity to build on the successful ideas, using them to inform new optimizations in the future. It is also used to determine customer segments that could benefit from a different journey and opens the door to the exploration of new paths which could also result in growth.



SUSTAINING GROWTH

Sustaining growth with constantly changing consumer behavior requires continual learning and optimization. The Evolv Digital Growth Optimization solution gives you the agility to add, remove, and modify ideas without having to restart optimizations or losing key learnings gained so far. The AI-driven active learning process is able to analyze if behavior changes are statistically significant and builds on existing learnings to optimize for these changes in line with specific business KPIs. It puts the active learnings to work to sustain growth and completes the loop as your team starts a new strategy phase for the next wave of optimizations.



Optimizing the digital experience for growth looks at finding the most efficient way to achieve outcomes even in a changing marketplace and customer dynamics. Digital leaders gain insights that inform new ideas and innovation as well as results against their target KPIs. The measurable ROI from the optimizations ensure that your CX initiatives can continue to drive meaningful growth. That's what the Evolv Digital Growth Optimization solution offers.

ABOUT EVOLV

Digital experiences are formed from hundreds of design choices in millions of combinations. Serving the experiences that drive growth is like finding a needle in a haystack. Evolv finds the needle using an Artificial Intelligence or AI-driven solution for Digital Growth Optimization that serves the best experience to each audience, every time.

Our clients include enterprises and innovators in communications and media, retail and e-commerce, consumer financial services, and travel. We proudly work with companies such as AT&T, Bouygues Telecom, Rakuten and SAP plus partner with Accenture, Cognizant, and Tata Consultancy Services.

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