Abee Cloud Services.

Abee TST.

A/B and multivariant tests with analytics and reporting module.

Abee Fixer.

Quick deployment (time to market) functionality covering 100% of web traffic.

Abee Event Collector.

Record event-based actions on www/app for building personalized models and customer service in omnichannel.

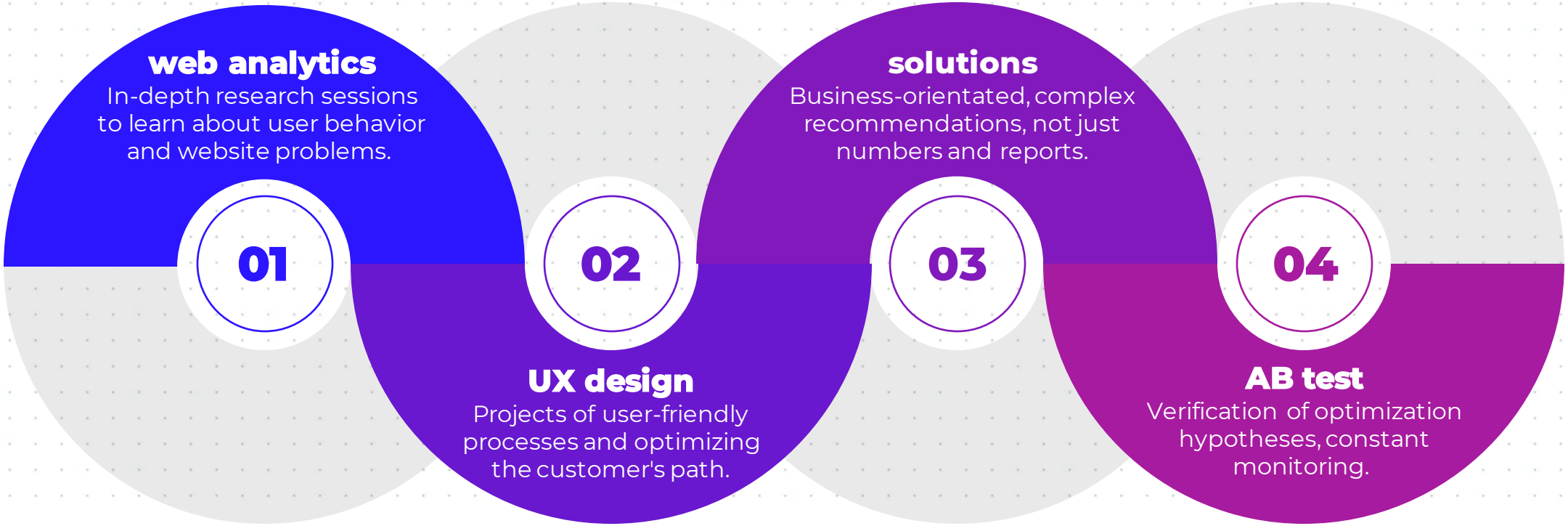
CMS Connector.

Easy integration i.e. Bloomreach / Hippo CMS .

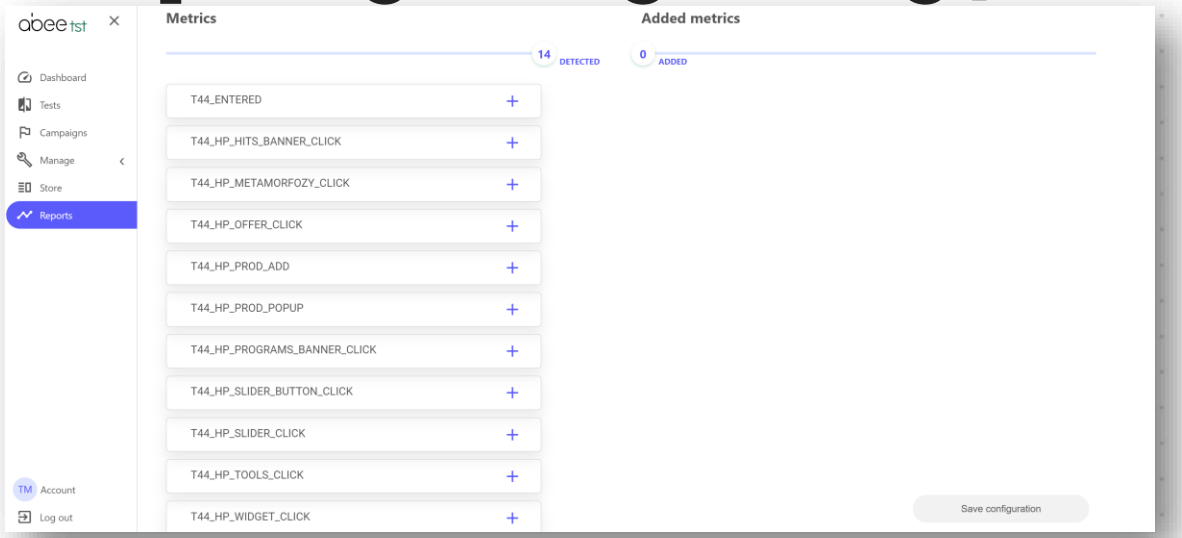
Conversion optimisation process.

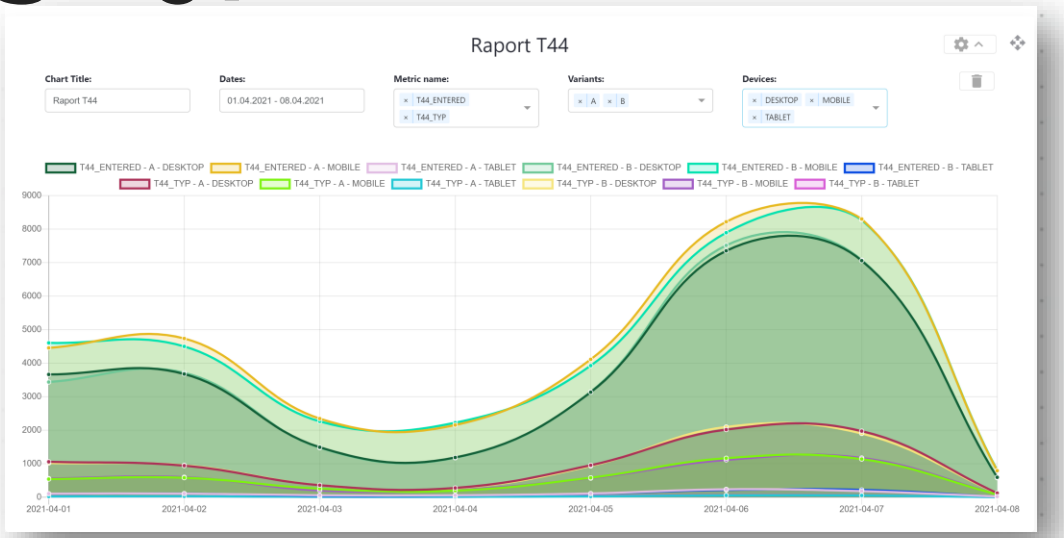
We increase web conversion by combining various web analytics tools for best results.

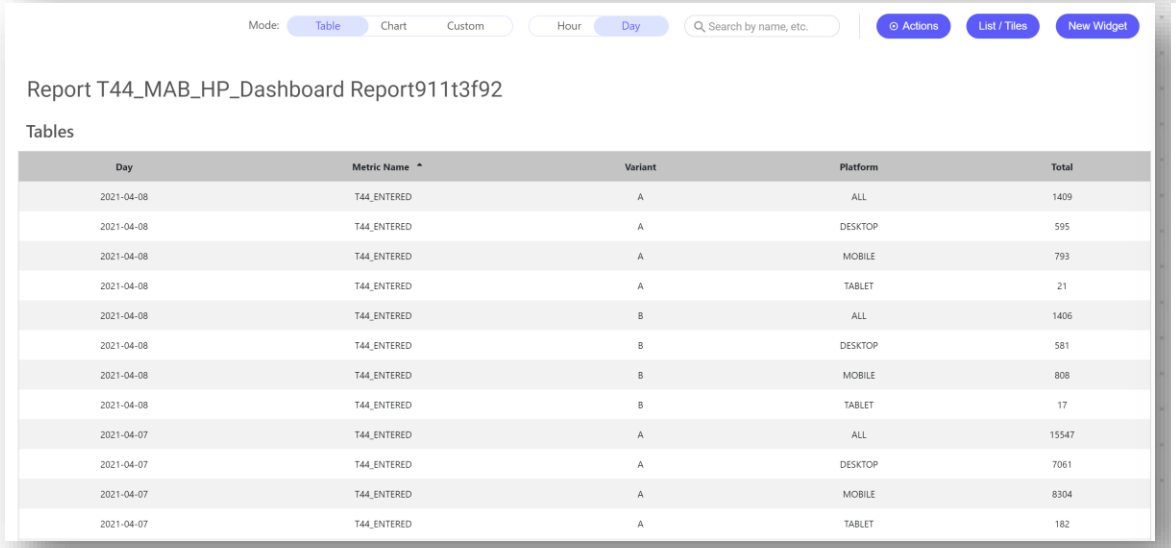
The above analytical cycles are a constant monthly process of improving the efficiency and UX of website.

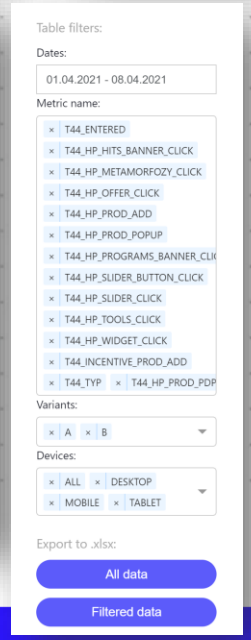


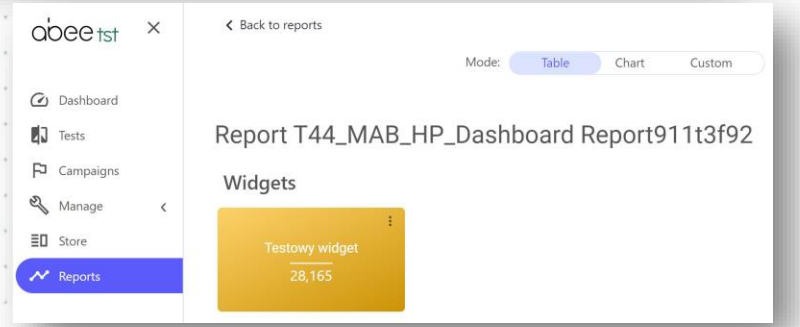
Raporty – wykresy, widgety, xls



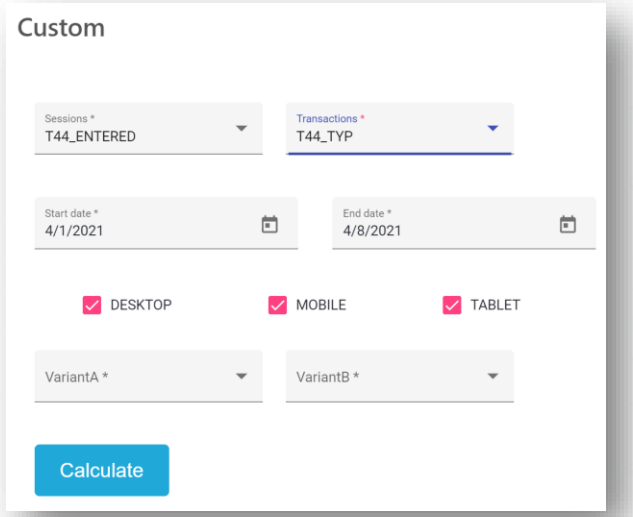








Raporty – tabele wynikowe, kalkulator Bayesiański



	Variant A: A			Variant B: B		
Sessions: T44_ENTERED	54541			53952		
Transactions: T44_TYP	10625			10589		
CR (%)	19.481%			19.627%		
Chance of being best	27.87%			72.13%		
Resolution:	DESKTOP	MOBILE	TABLET	DESKTOP	MOBILE	TABLET
Sessions per Device	23906	29880	755	24111	29090	751
Transactions per Device	6526	3917	182	6514	3875	200
CR (%) per device	27.299 %	13.109 %	24.106 %	27.017 %	13.321 %	26.631 %

	Variant A: A	Variant B: B
Sessions: T44_ENTERED	54541	53952
Transactions: T44_TYP	10625	10589
CR (%)	19.481%	19.627%
Chance of being best	27.87%	72.13%

Looking for an effective way to increase conversion rate?
Are changes to your portal deploying too slowly?
Need to fix the functional error immediately?

01

Our tests allow you to quickly implement changes on the website (changes to offers, implementation of new unconventional offers, fixes of functional errors).

Reducing time-to-market, increasing online sales.

02

More than a traditional approach to AB tests verifying 2-3 hypotheses.

In-depth analysis of customer segments which prefer a particular variant of the site.

03

Suffering from limited resources for in-house analytics?

We provide full support for the test process: page analysis/auditing, hypothesis preparation, new solution designing & implementing, maintaining and reporting results.

04

Enabler for quick hypothesis, ideas, project verification without involving IT.

Huge saving of resources (time, money). You implement only what is validated.

05

We provide support in maintaining the AB tests under the 24/7/365 regime (SLA).

Automatically.

collected events

Events that do not require additional programming are automatically collected.

01 Visiting pages, subpages.

02 Clicking on links.

All events are enriched by information about:

User's geographical location.

Operating system.

Browser.

Device IP address.

Traffic source.

Target address (in case of links).

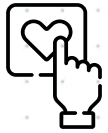
User Agent.

Page titles.

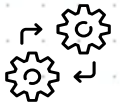
Custom. events

It is possible to configure any events that can be captured by JavaScript events.
Events can have an unlimited number of additional data dimensions, presented as a list of event attributes.

Examples of custom events:



Clicking on any of the elements.



Change of the content or display of dynamic elements.

User behavior (cursor position navigation trigger and others).

Purchasing products.

Adding additional services and accesories.

Change of product variant.

Completing a set of products.

Files downloads.