

EVOLVE YOUR TESTING & PERSONALIZATION

It's not enough to have beautiful graphics and prize-winning copy; visitors want to find your site compelling, relevant and easy to navigate. Is your content targeted to the right stage in each customer journey?

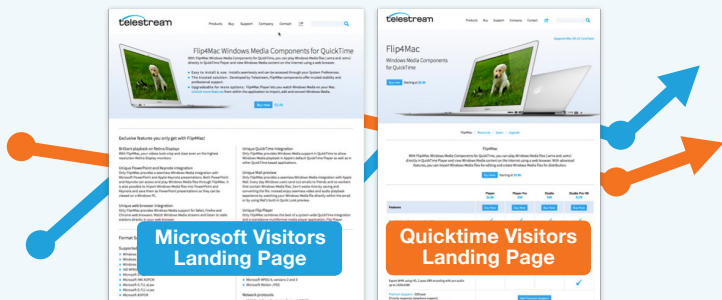


Testing

Get the answers to these questions and more with user experience **testing**. It's the best possible way to get valuable insight into customer behavior and identify barriers to conversion.



Conversion Optimization
Testing Increases Revenue 300%

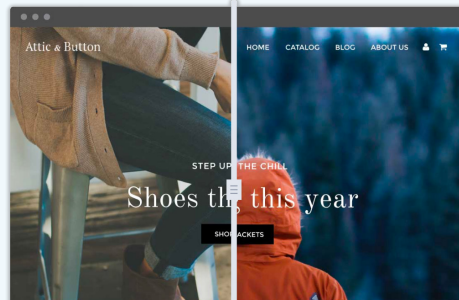


Personalization

With **personalization** services, you can customize your site for various customer profiles so that each user finds the content that's most relevant to them.



Deliver Targeted Personalized Experiences in Real Time



Measure & Increase



Traffic



Engagement



Click-Through Rates



Conversions



Sales

“ Blast’s expertise in the field of conversion makes them extremely useful as an outside resource to improve our website’s performance. I particularly appreciate their efforts in understanding our business and markets rather than just applying cookie cutter solutions. ”

Chuck Whitlock - Telestream



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(888) 252-7866 solutions@blastam.com | www.blastam.com

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