

## Datasheet

### Interwoven® Optimost Technology



#### Overview

Interwoven Optimost is a hosted (SaaS) multivariable testing and optimization platform that requires no software to install or manage. The technology is the most sophisticated on the market, giving businesses the power and flexibility to optimize their entire Web presence and maximize online performance. Optimost's Web-based interface, the Campaign Management Console (CMC), enables users to easily build, manage, monitor and analyze experiments.

For marketers who continually strive to improve conversion rates and raise online revenue, Optimost provides capabilities that are sophisticated, yet easy to implement.

Optimost's proprietary technology:

- Requires only a single JavaScript callout, regardless of the scope of the test
- Provides the flexibility to optimize any Web page
- Supports all testing styles (A/B testing, simple multivariable testing, full-page multivariable testing)
- Automatically generates creative content with its advanced targeting engine
- Ensures fast, reliable performance through a world-class system architecture

#### No-nonsense Integration

Interwoven Optimost is easy to implement. There is no specialized hardware required and minimal burden on your IT department. To get started, implementation requires only a simple JavaScript callout on the test page.

Upon implementation, the browser dynamically renders the tested portion of a Web page as the page is viewed. Each time the Web page is viewed, the JavaScript is executed by the browser and the dynamic content is requested from Optimost. Optimost then determines which permutation of the content to display and responds with instructions to the browser to render that content. This allows each visitor to see a specified version of the Web page.

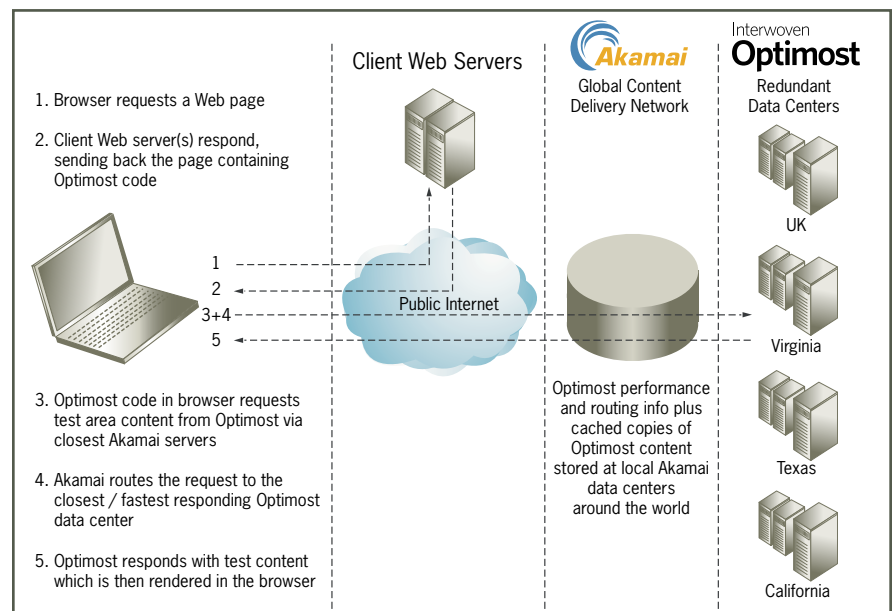
Once the single trial code is placed on the page, no further implementation is required. The same piece of code will handle all Web page testing, and any changes or future testing can be implemented on Optimost's servers. Additionally, integrating Optimost

will not disrupt any existing Web analytics, system or in any way hinder SEO efforts.

#### Advanced and Innovative Capabilities

The Internet is a dynamic and interactive medium. Marketers need innovative solutions to test complex Web content. Optimost's technology is both flexible and powerful enough to test any part of a Website, including landing pages, Web forms, dynamic product pages and shopping carts. These pages include dynamic content for database and business-rule-driven sites, as well as rich media, such as Flash, AJAX, video and audio.

Other Web content such as email creatives, banner ads and pop-ups can also be optimized using Optimost.



How Optimost Works With Your Website

“Interwoven Optimost continues to provide industry leadership with a robust technology platform that allows marketers to dramatically improve the performance of their online campaigns.”

Kevin Cavanaugh, Vice President of Technology, Unica

## Comprehensive Real-Time Testing

Optimost can execute all testing styles including:

- Full Multivariable Testing—provides the most powerful and flexible testing method for Web page optimization and allows testing for entire page layouts
- Simple Multivariable Testing—allows quick testing of offers, price points, images or content on a site
- Concept A/B (Split-run) Testing—compares radically different page layouts and identifies the most successful version

Optimost can also track unlimited success events, or multiple Key Performance Indicators (KPIs), anywhere on a Website.

## Automatic Content Generation

Optimost’s proprietary creative authoring tool automatically creates and delivers an unlimited number of Web page content and presentation variations. Unlike other multivariable testing tools, the Optimost authoring tool allows you to test and display structural layout changes. The technical abilities of the solution eliminate the need for internal creative resources to manually create test versions.

In addition, Optimost is compatible with all content management systems. Test findings can be easily applied and quickly integrated throughout the site with your content management system.

## Reliable and Robust Infrastructure

The Interwoven Optimost technology is best-of-breed, providing unmatched reliability, scale and performance. By combining world-class system architecture and partnerships with industry-leading solutions, Optimost offers:

### Multiple Data Centers

Optimost’s content delivery system is supported by multiple data centers in North America, with additional centers in Europe and Asia coming online. All data is synchronized across each center, guaranteeing that the most up-to-date information is available from any server in the network.

### Global Load Balancing

All traffic is balanced across data centers to produce the most efficient use of servers and network resources. If access to one center is compromised, traffic is routed to the remaining centers without any noticeable performance loss.

### Fast Response Times

Optimost utilizes Akamai’s EdgePlatform to provide the fastest content delivery available. Akamai’s network of over 25,000 servers overlays the public Internet and provides the most direct routing to Optimost servers from any point in the world. In fact, many customers have experienced faster response times using Optimost’s servers than their own.

## 100% Failover

In the unlikely event that the servers do not respond quickly enough to a request, Akamai serves failover code. Even if Optimost systems were to experience a rare failure, visitors to your site will always see a fully functional Web page. Having multiple global data centers has enabled Optimost to deliver 100% service uptime since 2003.

## 24/7 Global Monitoring

Optimost uses Akamai’s solutions to monitor site performance from numerous locations around the globe. Any potential network performance issues can be quickly discovered and remedied before end-users become aware of them.

## About Interwoven

Interwoven is a global leader in content management solutions. Interwoven’s software and services enable organizations to maximize online business performance and organize, find, and govern business content. Interwoven solutions unlock the value of content by delivering the right content to the right person in the right context at the right time. Over 4,200 of the world’s leading companies, professional services firms, and governments have chosen Interwoven, including adidas, Airbus, Avaya, BT, Cisco, Citi, Delta Air Lines, DLA Piper, FedEx, Grant Thornton, Hilton Hotels, Hong Kong Trade and Development Council, HSBC, LexisNexis, MasterCard, Microsoft, Samsung, Shell, Qantas Airways, Tesco, Virgin Mobile, and White & Case. Over 20,000 developers and over 300 partners enrich and extend Interwoven’s offerings. To learn more about Interwoven, please visit [www.interwoven.com](http://www.interwoven.com).

Interwoven, Inc.  
160 East Tasman Drive  
San Jose, CA 95134 USA  
(408) 774-2000

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