



# You Can Guess. Or You Can Know with Cordial Experiments

Cordial allows you to experiment to find the most effective message, campaign, and channel for creating personalized customer experiences

## Benefits of Podium Experiments



Determine which cart abandonment series is the most effective



Use experiments to split message volume to see which path has a higher rate of conversion



Determine which channel — email, push, SMS — delivers more engagement after a transaction message is sent



Test if the addition of a discount code within a message will drive future purchases



Determine the optimal send time for a welcome series to drive engagement

The more things change, the more you need to test and optimize.

Your customers constantly evolve and competitors emerge and improve.

So the pressure is on to keep a pulse on what's working and what's not, certainly on your website, but also across your whole customer experience.

Consumer demand is constantly evolving in the multi-screen era, and brand marketers must also evolve to meet the needs of their customers, including optimizing for cross-channel marketing. This is where optimization through detailed and constant experimentation helps.

Podium Experiments provides a simple but powerful way to create and test multiple automations against one another with the ability to select the best performing automation. Podium Experiments takes the complexity out of the experimentation process and gives marketers the tools at their fingertips to deploy flexible tactics to acquire, engage, convert, and retain users.

### **Cordial Podium Experiments optimizes marketing campaigns and messages including:**

- Create and test multiple campaign automations against one another to select the best performing variant.
- Design and launch experiments directly within Podium, an intuitive visual campaign orchestration layer.
- Optimize email, mobile push, in-app, and SMS messages to create a seamless buying experience.
- A|B|n testing of orchestrations with message optimization using splits tests, allowing for testing of multiple variants with or without a champion.
- Optimize each message within the automation to automatically select the highest performing subject line and message content.

## Podium Experiments Features

### **PERSONALIZE EVERY STEP OF THE CUSTOMER JOURNEY**

Podium Experiments supports A|B|n testing of orchestrations with message optimization using splits tests, allowing for testing of multiple variants with or without a champion. Marketers can also create experiments to optimize for message body, subject line, and campaign series.

### **OPTIMIZE CROSS-CHANNEL BUYING EXPERIENCES**

Podium Experiments supports channel optimization, including identifying the optimal channel to send your message, whether it is email, push, and SMS.

### **MULTIPLE SIMULTANEOUS EXPERIMENTS**

Podium Experiments supports multiple experiments, which can run concurrently in automated messages using a Multi-Armed Bandit strategy.

### **INTEGRATED ANALYTICS TO OPTIMIZE CAMPAIGNS IN REAL-TIME**

Cordial allows testing of multiple conversion metrics: Unique Opens, Unique Clicks, Revenue to Sent, Order to Sent, Revenue to Click, and Order to Click.

Learn how Cordial can help you build impactful cross-channel customer experiences.

Request a personalized demo at [cordial.com/demo](https://cordial.com/demo).

