



EVOLV

Perfect the Customer Journey

ACCELERATE YOUR GROWTH THROUGH CONTINUOUS OPTIMIZATION.

Experimentation is *the key driver* in your success in the fast-paced digital world. But traditional testing methods leave too large a gap between the great ideas you've brainstormed and your ability to harvest real gains from them.

Evolv is changing the game. By harnessing the power of machine learning, Evolv automates and accelerates the optimization of websites and mobile apps. Your teams can explore 10 to 20 times the number of potential improvements than they could before—you give Evolv the ideas, the segment you want to optimize for, and the optimization goal, and Evolv does the rest.

With Evolv, you finally have the power to explore all your ideas, everywhere, all the time.

REAL RESULTS, FAST.

Evolv lets your teams explore dozens of potential improvements, on one or multiple pages, all at once. By pooling the ideas from your teams, Evolv can rapidly drive growth in your revenues, conversion rates, and other KPIs.

EVOLV OVERVIEW



Maximize revenues and conversions



Optimize your key sales funnels in a single pass



Discover the best experience for each key audience segment



Works on mobile apps, websites—anything digital

Evolv enables you to intelligently explore and discover the best-performing customer experiences.

Labels for optimization points:

- LOGO SIZE
- TEXT STYLE
- SLIDER TREATMENT
- IMAGE HEIGHT
- IMAGE ORDER
- CART TREATMENT
- COPY
- BUTTON STYLING
- BACKGROUND IMAGE
- BUTTON COPY
- SLIDE TIMING

EVOLV OVERVIEW

OPTIMIZATION IN ACTION

Landal GreenParks moved from maximizing testing to maximizing revenue with Evolv. This leading chain of European vacation parks wanted to grow its digital revenue, and turned to Evolv for help.

5 experiments in one year

2 country sites optimized

49 different ideas for improvement tested

10,700 possible experiences evaluated

49% gain in conversion rate in the first test

127% gain in conversion rate in one year

3x faster time to results vs. traditional A/B testing

TRUSTED BY WORLD-LEADING BRANDS



Rakuten



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AUTOMATION IN ACTION.

Evolv automates the experimentation process, using machine learning to search among thousands or millions of potential designs and helping you uncover the ideas that lead to the best-performing experiences. It takes the grunt work out of your experimentation program, freeing your team to spend their time on more valuable tasks, like identifying key problem areas in your experiences and coming up with ideas that might address them.

OPTIMIZE FOR ANY DEVICE, VISUALLY AND BEYOND.

Evolv gives you the power to easily set up and run optimizations on your websites and mobile apps. Evolv's Asset Renderer makes optimizing on web simple and secure, and Evolv integrates with mobile apps using a wide variety of SDKs.

Evolv's full-stack experimentation platform extends its optimization power to any device you serve digitally, whether that's a native mobile app, an OTT service, or an in-store tablet app. And full-stack experimentation lets you go beyond optimizing the look and feel of your experiences, supporting advanced use cases such as optimizing your search and recommendation algorithms, optimizing online-to-offline flow, and price testing.

DO IT YOURSELF. OR WE CAN DO IT FOR YOU.

Evolv offers multiple options for companies like yours that want to accelerate their growth with automated full-funnel optimization.

If you've got an experimentation team in place, Evolv offers comprehensive training and onboarding to ensure you get value from Evolv as quickly as possible.

If you don't have a team in place, or are looking for additional oars in the boat, Evolv offers a range of expert services, directly and through Evolv Authorized Partners. We can help you identify bottlenecks in your existing experiences, come up with ideas that could address those bottlenecks, and implement the ideas into Evolv—whatever you need.