



**CONVERSION
JAM**

Webtrends
Optimize

Social Proof: **Beyond the Cookie Cutter**

Sandeep Shah
Product Director, Webtrends Optimize

26x

Average
ROI

19

Years
Expertise

34

Strong
Team

95%

Successful
Experiments

0

Restrictions

PRIMARK



M&S
EST. 1884

blackhorse



GET THE LABEL



END.



SPACE.NK
.apothecary



hoppa
arrive happy



JACK WILLS



SCAN

CAPITA



VIP SKI



sopra steria



BLACK
TOMATO



Milk & More

Santa's
Lapland



flybe



ESPRIT



LNER
LONDON NORTH EASTERN RAILWAY



AIRFRANCE



TIM



Posteitaliane





[About Google](#)

[Jobs@Google](#)

Enter your search terms...

All Languages ▾

Google Search

I'm Feeling Lucky

[Language options](#)

...or [browse web pages](#) by category.

"Best Search Engine" [Yahoo! Internet Life](#)

[Google Goes Mobile With Industry's First Comprehensive Wireless Search Engine](#)



Web



Server



Email



IoT



AB, ABn, MVT,
Split Testing



Personalisation



Baseline
Analysis



Mobile App
Optimisation



Social
Proofing



Exit Intent Studies &
Niche Behaviour Analysis



Free delivery available on all orders



Collect from over 800 stores



You won't get it cheaper. Full stop.



Spread the cost over £99 (24.9% APR representative)

Home > TV and Home Entertainment > Televisions > Televisions

UE75RU7100KXXU 75" Smart 4K Ultra HD HDR LED TV

SAMSUNG UE75RU7100KXXU 75" Smart 4K Ultra HD HDR LED TV

Product code: 510220

★★★★★ Read 9 customer reviews

Ask an owner

A+

Product fiche

Share

Over 1000 views in 24 hrs

£1,249.00

Save £50.00



26 purchased this week.

CLARITY

Clarity thermostatic shower valve with riser rail kit

£69.99

★★★★★ (22)

In stock

Add to basket



34 purchased this week.

Orchard

Orchard Elsdon square thermostatic exposed mixer shower

£99.99 £149

★★★★★ (5)

In stock

Add to basket



44 purchased this week.

Orchard

Orchard Eden round thermostatic exposed mixer shower

£116.10 £129

Extra 10% off applied

★★★★★ (8)

In stock

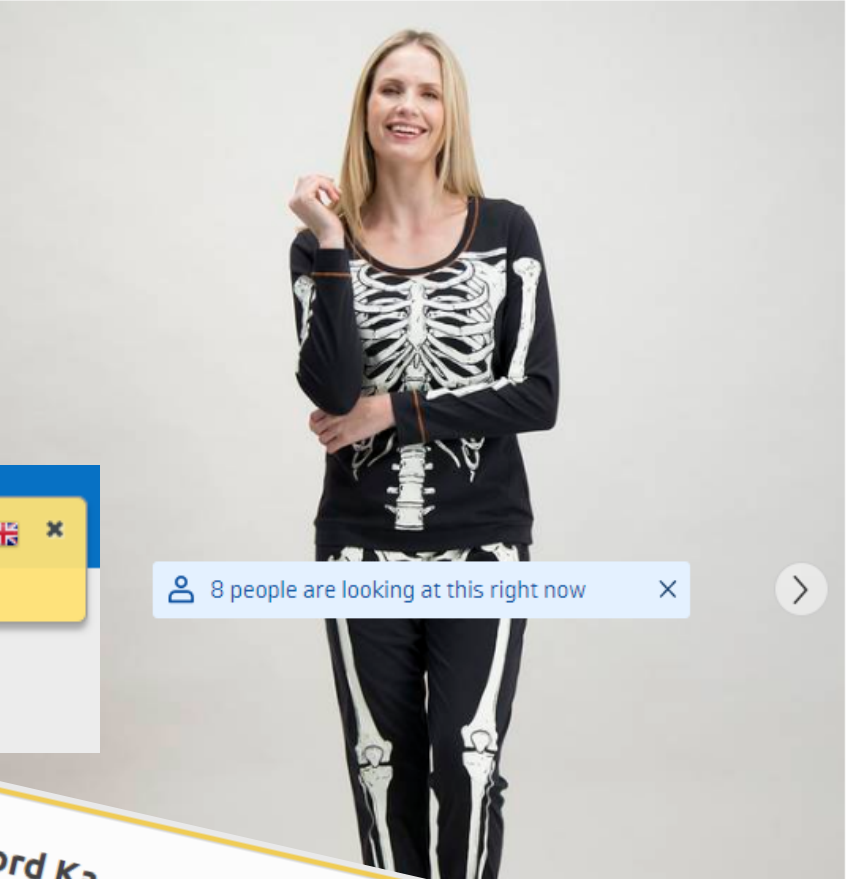
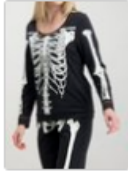
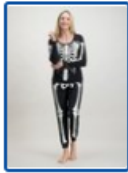
Add to basket



New Booking! A customer from has booked a car in Mallorca



8 people are looking at this right now



Smarthotel Oslo

Oslo City Centre, Oslo • [Show on map](#) • 600 yard • Metro access

1 other person looked for your dates in the last 1

Booked 2 times for your dates in the last 1 hou.

Great value

Small Double Room - 1 double bed



Ford Ka or Similar

In high demand: 17 booked in the last day

4 Seats

1 Large bag

Air Conditioning

Mini

2 Doors

1 Small bag

Manual gearbox

Premium available

Price for 3 days
£34.59








🕒 26 purchased this week. 

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£99.99 ~~£119~~

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£116.10 ~~£129~~

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★★★★★ (8)

 In stock

 Add to basket





Social Proofing



Social Persuasion

Excellent



Based on 146 reviews



10 May

We had a great experience with Bl...

We had a great experience with Black Tomato. We've already recommended them to m...

customer



28 April

Family Morocco adventure

Our Morocco trip was a dream come true - an amazing adventure of sights, sounds...

Cecilia Ford

What is my uplift?

Why do it? → Retention



Product / Content Recommendations

Social Proofing – Recommendations

16

Sponsored products related to this item

Page 2 of 83 [Start over](#)



Beats Studio3 Wireless Over-Ear Headphones - Grey
★★★★☆ 294
£269.99 ✓prime



Beats Solo3 Wireless On-Ear Headphones - Satin Silver
★★★★☆ 573
£209.99 ✓prime



Beats EP On-Ear Headphones - Red
★★★★☆ 394
£66.99 ✓prime



Powerbeats3 Wireless Earphones - Beats Pop Collection - Pop Magenta
★★★★☆ 312
£129.99 ✓prime



SPONSORED PRODUCTS

GENERAL PROMOTIONS

PEOPLE WHO VIEWED THIS ALSO VIEWED

PEOPLE WHO VIEWED THIS WENT ON TO BUY

PEOPLE WHO PURCHASED THIS ALSO PURCHASED

TRENDING PRODUCTS

MOST POPULAR PRODUCTS IN THE LAST 24HRS

MOST POPULAR [CATEGORY]s IN THE LAST 24HRS

Social Proofing – Recommendations

☰ **HUFFPOST**

NEWS

POLITICS

ENTERTAINMENT

COMMUNITY

LIFE

PERSONAL

VIDEO

SHOPPING

HIGHLINE

[U.S. Edition](#)

TOP STORIES



Four Homeless Men Killed In New York City Overnight Rampage



Rudy Giuliani Declares His Mission Is 'To Disrupt The World'



What If The U.S. Were Treated Like The Rogue Nation It Is?



Why Moms In Health Care Jobs Can't Catch A Break – To Pump



What, Me Worry? Marco Rubio Shrugs Off Trump's



AUTOWORKERS' STRIKE GRINDS THROUGH THIRD WEEK

GM Strikers Settle In For The Long Haul

By Dave Jamieson

[9/9/19, 12:37:16 AM] Gordon Sondland: Bill, I never said I we are where we are and believe we have identified the best 1 Lets hope it works.

[9/9/19, 12:47:11 AM] Bill Taylor: As I said on the phone, I

LATEST

2nd Whistleblower May Come Forward On Trump's Ukraine Call

14 hours ago

Jewish American Activists Observe The High Holidays With Protests Against ICE

15 hours ago

China Says It Won't Meddle In American Affairs, 'Trusts' U.S. Can Run Itself

16 hours ago

House Subpoenas White House For Ukraine Documents In Impeachment Inquiry

18 hours ago

California Parent Gets 5 Months In Jail For College Admissions Scheme

18 hours ago

A Running List Of Republicans Criticizing Trump's Ukraine Scandal

18 hours ago



Social Proofing – Recommendations – Fuzzy Search



Category: Trainers

Subcategory: Hiking shoes

Brand: Nike

Price: £54.99

Colour: Grey, Orange

Avg. Rating: 8.2

etc.

Social Proofing – Recommendations – Fuzzy Search



Category: Socks

Subcategory: Trainer socks

Brand: Duck and Cover

Price: £4.99

Colour: Black

Avg. Rating: -

etc.

What is my uplift?

The proportion of site revenue from product recommendations is significant, accounting for nearly one fifth of all sales (19.0% at Millets; 16.9% at Blacks)''.

[JD SPORTS FASHION]

Is that it? Carousels.

TOP STORIES



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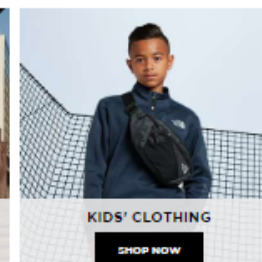
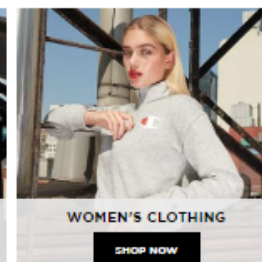
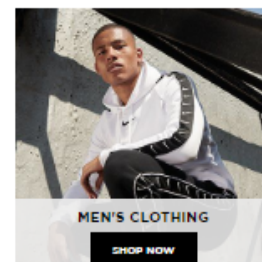
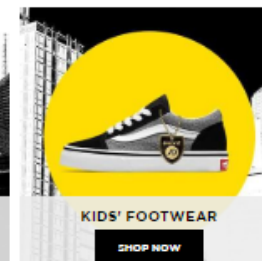
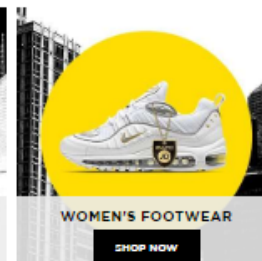
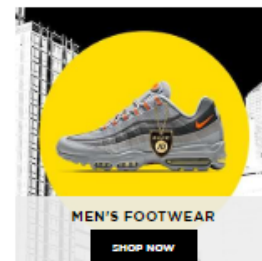
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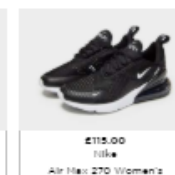
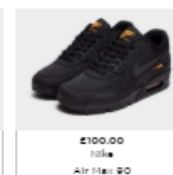
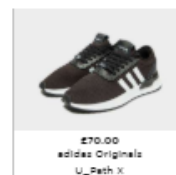
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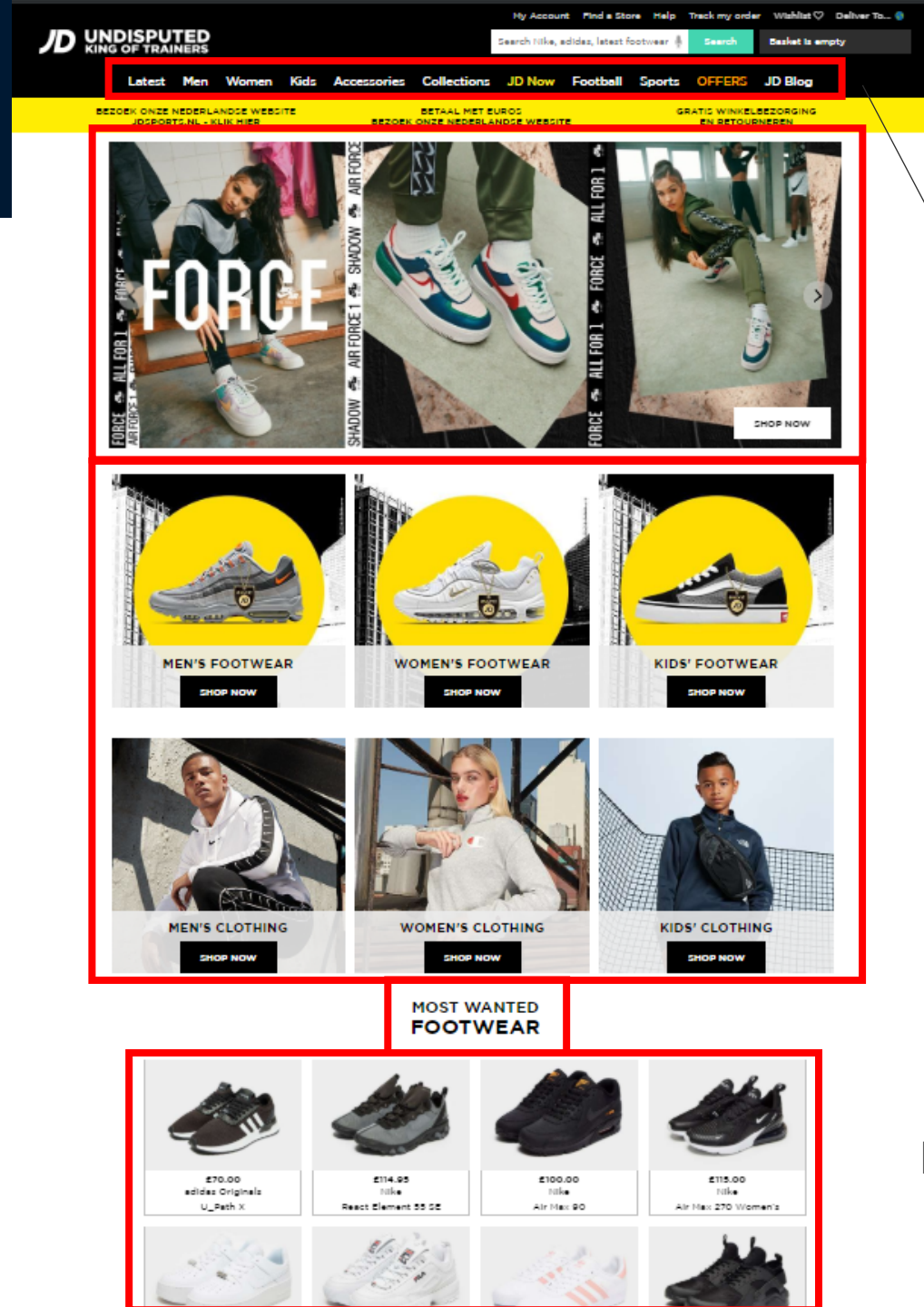


MOST WANTED FOOTWEAR



Of all brands user has shown interest in, whichever promo converts best.

Find the right algorithm based on everything we know about that type of user



Popular/likely categories based on user browsing/purchase history

Top-ranking popular/likely categories based on user browsing/purchase history

Popular products. Use user browsing/sales history, price-range they shop in, etc.

Why do we do this, again?

Relevancy



User Generated Content



for?



Account



Bag

Men Kids Home Furniture Food Flowers Wine Gifts

and collect in-store tomorrow | Order by midnight for next-day delivery | 1



Hello again, Sandeep



Your orders



Sparks



Credit & debit cards



Go to your account



Sign out

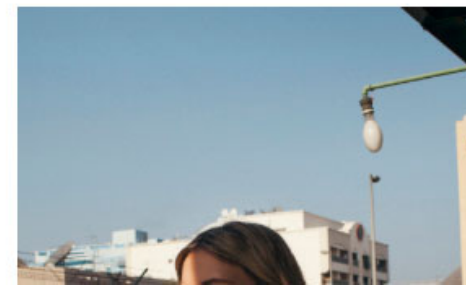
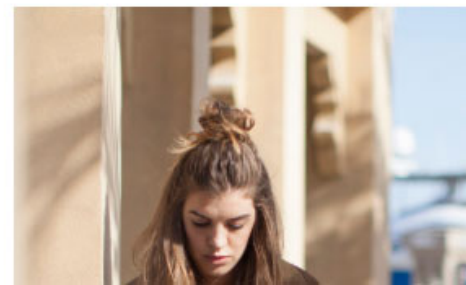
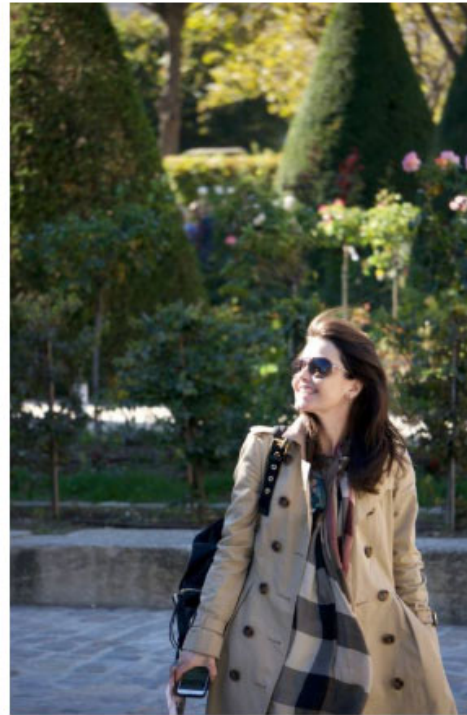


soft knits

Shop now →

Art of the Trench is a living document of the trench coat and the people who wear it. The project is a collaboration between you, Burberry and some of the world's leading image makers.

Upload your trench



Why do it? → Reputation & Trust



DON'T FORGET TO TEST IT.

```

1  var productID = '{product id}';
2  var message = 'views in the last 24 hours';
3
4  WT.socialproof.init({
5      "productid": productID,
6      "message": message,
7      "minimum": 10,
8      "type": "tooltip",
9      "position": "bottom-right",
10     "disappear": 5000
11 });

```




Webtrends Optimize

WT sandeeps2 ▾



Testing on the front-end of pages, as delivered to your Web Browser.

Testing on server-side or back-end processes, leveraging Optimize's OTS

AB test within native apps (iOS and Android supported)

Test & personalise your email messages with our Stateful API

2. What is your Project & Editor type.



ABn

Compare two or more versions of a page



Split

Test one URL against another (also known as a redirect test)



Baseline

Baselines help determine current page performance



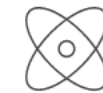
Target

Serve specific content to a segment of your visitors



Visual Editor

Create your project using our interactive editor



Advanced Editor

Create your project using advanced editing controls



To get started,
pick a URL to browse, or location to test on:

NEW

EXISTING

Product Detail Pages ▾

GET THE LABEL

MEN'S WOMEN'S KID'S NEW BRANDS PRICED TO CLEAR OUTERWEAR

WRAP UP FOR LESS

Timberland Helly Hansen

CRAGHOPPERS PRETTY GREEN



GET NEXT DAY DELIVERY>

NEW WEEKLY OFFERS>

VIEW OUR BOOKS>

Home > Men > Mens Footwear > Trainers > Mens Choprock Hiking Trainers



Mens Choprock Hiking Trainers

£54.99

rrp £99.99

Select a size

ADD TO BAG +

Product code:

Colour:

Size Guide

4.8 ★★★★★
Google
Customer Reviews

Cancel

SAVE TEST

Variation 1

0
Elements Edited

{ }

CSS

JS

Javascript

0
In Use

Selector

Q



Javascript for this variation



Add custom Javascript below. Javascript will be added to page <head>. Do not include the opening and closing <script> or <style> tags.

Test Audience: All Visitors

Update/Apply

```
1 var productID = window.location.href.match(/\/d$/)[0];
2 var message = 'views in the last 24 hours';
3
4 WT.socialproof.init({
5   "productid": productID,
6   "message": message,
7   "minimum": 10,
8   "type": "tooltip",
9   "position": "bottom-right",
10  "disappear": 5000
11 });
```

Cancel

SAVE



Add Variation

Cancel

SAVE VARIATION



COME AND SAY HI



Rule your market.
Next level Digital Communication Platform

Advanced Marketing Automation och Kundsegmentering

Träffade besöks genom flera kanaler

Ultra-segmentering

Hyper-personalisering

Rule

TRIGGERSEE
Personalisering

Optimize

curamando

curamando

SHOW OFFER:
25% OFF FOR ALL ATTENDEES

webtrends-optimize.com/cjam

**CONVERSION
JAM**



Thank you

[webtrends-optimize.com/cjam](https://www.webtrends-optimize.com/cjam)