

BROOKS BELL

## UserView<sup>SM</sup>

We calculate the impact your program can generate, build a roadmap to unlock early wins and get feedback directly from your customers to fuel your tests. An all in one performance-driving project. That's UserView.

Do you know how much impact you could generate if your experimentation program was firing on all cylinders? Is your testing roadmap prioritized to drive impact – targeting top site areas at the right time and frequency? Have your customers shared specific changes they'd like to see on your website?

If you answered "no" to these questions, you're certainly not alone. Brooks Bell can help you break away from the pack. UserView helps experimentation programs reach their full potential.

What may take you months to do given resource constraints and other priorities, Brooks Bell delivers in four weeks. Imagine, those four weeks save you valuable time and resources, but also provide your company millions of dollars in incremental revenue gain.

### Here's how it works:



#### Prioritized Page Types by Conversion Potential

If you've got traffic and conversion rates, you've got what it takes for us to calculate your program's full potential. We can help define expected lifts through industry benchmarking, determining expected win rates through page-specific evaluations, and we apply degradation rates identified from our testing expertise.



#### Testing Roadmap with Schedule & Expected Gains

To help you reach your full potential, we create an actionable roadmap. We detail the pages, duration, timeline and expected revenue potential per test to help you stay on track to reach your goals. This roadmap also improves your resourcing and helps break the cycle of rushed deadlines. It also provides you with a tool to track your progress so it's easy to communicate your wins.



#### User Research Generated Testing Themes

If you are wondering what types of tests should fuel your roadmap, don't worry. We conduct user research to get feedback directly from your customers, quantify it and combine it with our knowledge of behavioral economics to offer you dozens of executable testing themes.

To learn more about UserView or any other Brooks Bell services, contact Scott Plumb today!



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