

# sentient ASCEND™

Testing, Evolved.

 <span data-bbox="212 407 578 436">More conversions in less time</span>	 <span data-bbox="683 407 984 436">Full-funnel optimization</span>
 <span data-bbox="212 499 521 529">Automated optimization</span>	 <span data-bbox="683 499 1003 529">Testing &amp; personalization</span>

## AI-POWERED EXPERIMENTATION

Ascend harnesses the speed and efficiency of evolutionary algorithms, modeled on Darwinian natural selection, to increase revenues for your website. You give Ascend a goal, such as a website purchase, and the design variations you want to evaluate. Ascend automatically generates and tests designs, combining the variants that work and pruning out the variants that do not. As Ascend learns, it finds the most effective combination of your ideas to reach your goal.

## ASCEND FINDS THE BEST DESIGN OUT OF MILLIONS OF POTENTIAL COMBINATIONS

Ascend is an efficient multivariate testing solution that requires much less traffic than traditional multivariate or personalization engines to find optimal design combinations. Rather than testing every potential design change variation, Ascend first identifies individual design traits that perform well and then effectively “breeds” them together to form successive generations of higher-performing design combinations. This evolution continues until it reaches the best-performing designs.

## OPTIMIZE YOUR ENTIRE CONVERSION FUNNEL IN A SINGLE EXPERIMENT

Most marketing teams struggle with multi-page testing because design variations across multiple web pages require a significant amount of manual configuration. Furthermore, the overall traffic requirements to find statistically significant winners are demanding.

Ascend is the first experimentation solution that uses evolutionary algorithms to conduct efficient full funnel optimization experiments. Ascend helps optimize each page in your funnel by finding the right combinations of variants that work together to most effectively maximize your conversions.

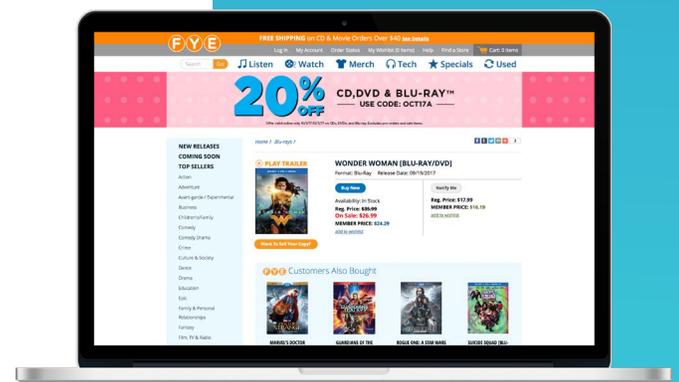
## SENTIENT ASCEND AT WORK

TWEC was blown away by their ability to find changes that would improve its product page conversion rates by 18%:

**6** week experiment

**77,760** possible candidates

**18%** more conversions



## ASCEND: OVERVIEW



Conversion rate optimization testing plays a critical role in the continuous improvement of our ecommerce business and Ascend allows us to uncover more opportunities faster than we ever could using standard A/B testing tools.

— CHRIS MCBRIDE

VP OF PRODUCT DEVELOPMENT  
TRANS WORLD ENTERTAINMENT

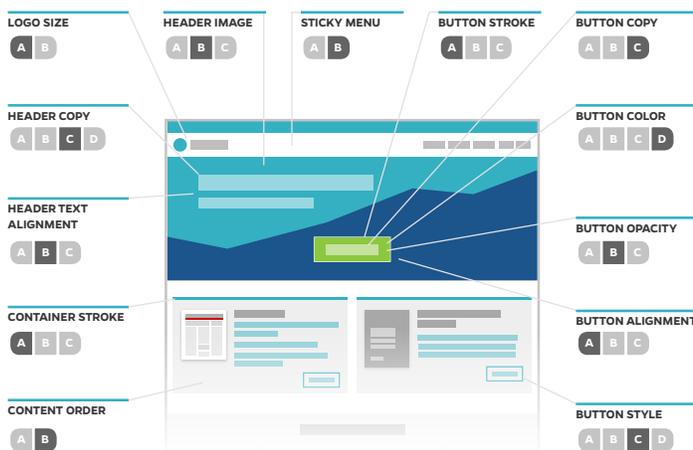
## SEE WHAT ASCEND CAN DO FOR YOUR CRO PROGRAMS

Get hands-on experience with the first CRO solution that creates winning web experiences by following the principles of Darwinian natural selection. Ascend determines the best designs for your websites much more quickly than traditional A/B and multivariate methods—fully autonomously.

### ASCEND GIVES YOU:

- **Bigger improvements with less time and traffic:** Test dozens of ideas and find the best design out of thousands or even millions of possible combinations.
- **Full-funnel testing:** simultaneously run experiments on one or multiple pages, across the entire length of your website conversion funnel.
- **Always-optimized experiences enabled by always-on testing:** Ascend's evolutionary algorithms continually test and learn—in real time—which options will engage your website visitors. You can incorporate your best ideas no matter when you come up with them, and have the flexibility to add new ideas to your test to continue increasing your results.

How do you choose between 13 elements with 39 variations? Ascend finds the optimal solution without having to test all 1.1 million potential combinations.



● **The freedom to explore:** Since you can test many more combinations at once, you can try as many ideas for improvement as you can think of, from the small tweaks to the radical rethinks, all without the fear of wasting traffic or compromising outcomes.

Any and all good ideas can be considered—in fact, the more the better.

## CONTACT US

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## ABOUT SENTIENT TECHNOLOGIES

Sentient's mission is to transform how businesses tackle their most complex, mission-critical problems by empowering them to make the right decisions faster. Sentient's technology has patented evolutionary and perceptual capabilities that will provide customers with highly sophisticated solutions, powered by the largest compute infrastructure dedicated to distributed artificial intelligence.