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# Beyond A/B Testing: A Use Case of Multivariate Test Design and Advanced Analytics for Webpage Optimization

It is well known that optimization of the layout and content of webpages can be achieved through thoughtful pre-test design of experiment (DOE), post-test analysis and identification and productionization of a winning variant webpage. The present use case demonstrates the use of the JMP custom DOE platform to create a fractional factorial multivariate DOE for a financial services checking account webpage that effectively managed business constraints while providing the necessary data that lead to a 7% increase in application volume as compared to the legacy webpage. Additionally, leveraging the JMP partition model platform, an additional key insight was discovered that visitors who clicked on the 'compare accounts' link were 40% more likely to submit an application. The 'compare accounts' insight was not the main inquiry of the original test but provided guidance for future testing to further optimize the webpage and resulted in an additional 4% lift. The presented use case demonstrates the effectiveness of the testing continuum of a test leading to actionable insights resulting in the next optimization test and so on.

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