

## Precise A/B Testing and Multivariate Testing (MVT)

SmartLab allows you to test decisions applying A/B Testing and Multivariate Testing (MVT) on precisely segmented users samples within your audience based on any desired parameters including predictive churn algorithms. Testing will help you launch successful improvements within different departments in your company, ultimately reducing churn and maximizing revenue.

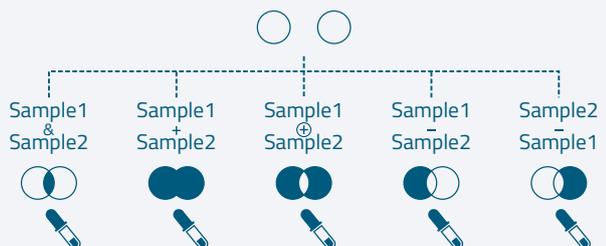
SmartLab delivers the freedom to define experiments linked to specific, measurable goals and make accurate, **data-driven decisions**

**regarding player configurations, content recommendation engines, customer care strategies, or UI/UX arrangements, among others.**

Track experiment results in real time and select the recommended action based on solid calculations that output the expectation of performing better when implementing the tested action across your entire media service.

This powerful and unique module allows you to have your own lab before you roll out decisions broadly.

Define and combine precisely segmented samples for any given metric, including predictive algorithms



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Set specific, measurable goals



**Fixed Goal**  
Set precise, specific goals



**Computed Goal**  
Set goals based on your audience progression

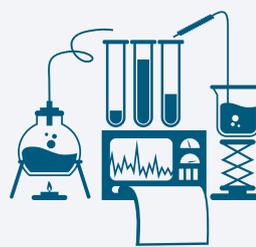


**Event-base Goal**  
Set goals based on specific actions

New in the industry

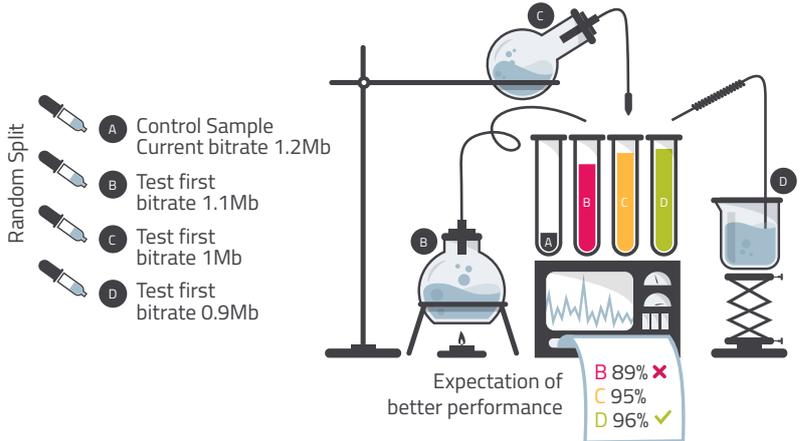
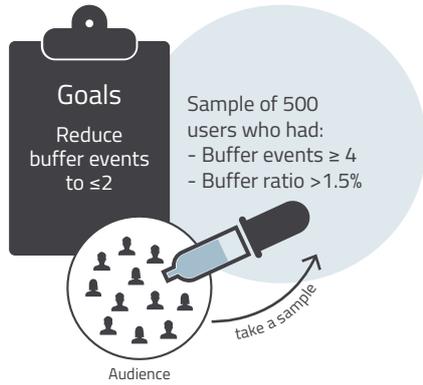
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Apply experiments to test and optimize the performance of new releases, configurations, setups, customer care strategies, UI/UX arrangements and content recommendation

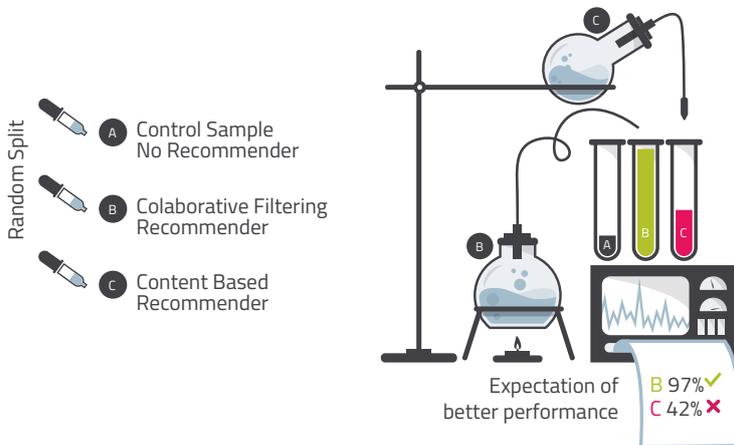
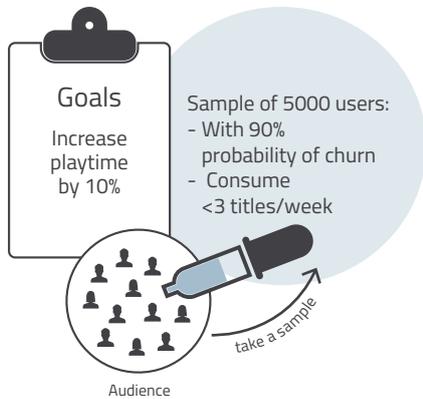


# Use Cases

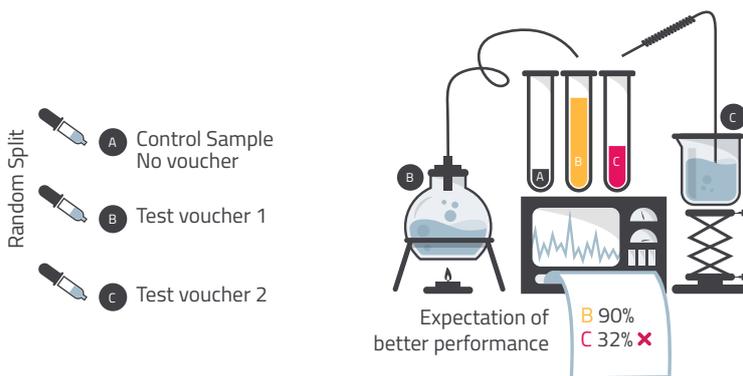
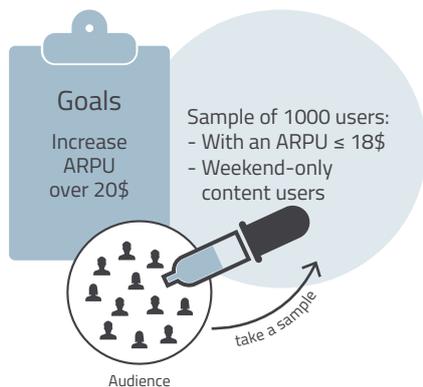
## Technical Experiment: Player Configuration



## Content Experiment: Recommendation Engine



## Management Experiment: Voucher Email & Over A Custom Event



Some of our customers

