

## Success at a Glance **Questia**

### Objective

Quickly increase e-mail newsletter subscriptions

### Solution

Interwoven Multivariable Optimization solution

### Test Subject

E-mail newsletter subscription page

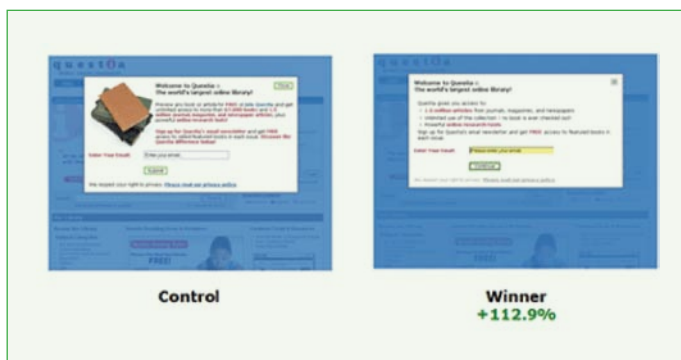
### Results

As a result of the test, Questia increased e-mail subscriptions by 112.9%

### About Questia

Founded in 1998, Questia is the world's largest online collection of books, journals and articles. The online library is accessible 24/7 and allows users to search for content quickly and easily. With unlimited access to over 67,000 books and 1.5 million articles, users can search for each and every word of any book or journal and can read every title cover to cover.

In addition to its valuable collection of research materials, Questia provides a suite of easy-to-use search, note-taking and writing tools. Serving millions of students and researchers in the academic community, Questia delivers on the true promise of the Internet by providing access to a wealth of human knowledge.



### About Interwoven

Interwoven is a global leader in content management solutions. Interwoven's software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments.



## After only one experiment leveraging Interwoven's Multivariable Optimization solution, Questia increased e-mail subscriptions by 112.9%

Questia believes in continuous improvement, and they recognized that the page designs their Web team put together, no matter how good they looked, couldn't possibly be optimal. So they decided to bring in Interwoven to help them find the best solution to increase the number of subscribers who signed up for their newsletter.

The dedicated project team developed a test plan for the newsletter signup page, which included 8 variables and 50 different values (versions of variables) to be tested.

The Interwoven Optimost engine quickly identified and generated almost two million possible permutations of the page.

By making several simple changes to their Website, Questia was able to achieve success by utilizing Interwoven's Multivariable Optimization solution:

- Buttons matter, but more so the text or call to action than the color
- Headlines matter; the wording or underlining of a headline makes a difference
- Risk reversal messages work, e.g., "100% satisfaction" or "you can always revise your offer later"
- Messages focusing on benefits work, e.g., "free delivery" or "free offer"

Based on the impact on this effort, Questia has expanded their optimization program to cover more revenue-driving applications throughout their site.

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