

Objective

Maximize online performance in capturing new magazine subscriptions

Solution

Interwoven Website Optimization solution

Test Subject

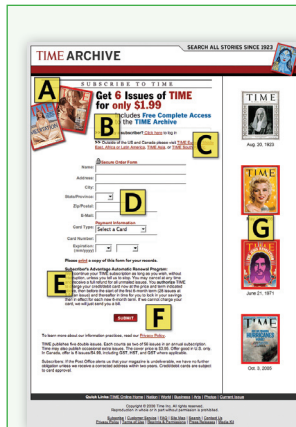
Magazine subscription page accessed through a recently launched online archive

Results

As a result of the test, TIME Magazine subscriptions ordered through the page increased by 16.2%

About TIME

TIME is one of the world's best-known publications, read by more than 28 million people around the globe. Published since 1923 in the U.S., TIME's mission is to "be a source of honest information and thoughtful judgment."



Some of the 11 Test Plan Variables Included:

- Banner Placement
- Inclusion of "Assurance" Text vs. VeriSign Logo
- Emphasis of Key Promotion
- Specific Copy Changes

Nearly 1 billion different versions of the subscription page were generated and tested using Interwoven Website Optimization solution!

About Interwoven

Interwoven (NASDAQ: IWOV) is a global leader in content management solutions. Interwoven's software and services enable organizations to maximize online business performance and organize, find, and govern business content. Interwoven solutions unlock the value of content by delivering the right content to the right person in the right context at the right time. More than 4,200 of the world's leading companies, professional services firms, and governments have chosen Interwoven, including adidas, Airbus, Avaya, BT, Cisco, Citi, Delta Air Lines, DLA Piper, FedEx, Grant Thornton, Hilton Hotels, Hong Kong Trade and Development Council, HSBC, LexisNexis, MasterCard, Microsoft, Samsung, Shell, Qantas Airways, Tesco, Virgin Mobile, and White & Case. A community of over 20,000 developers and over 300 partners enrich and extend Interwoven's offerings. To learn more about Interwoven, please visit www.interwoven.com.

After testing with Interwoven, TIME Magazine increased its online subscriptions by 16.2%

TIME Magazine is the nation's oldest and most popular newsweekly. The TIME.com website serves as the magazine's Internet presence, offering online-specific features such as blogs, in addition to content found in the magazine.

TIME wanted to leverage a recently launched archive section on their website in order to attract new magazine subscribers. After attempting some internal A/B tests on the relevant subscription page that were time consuming and very limited in scope, TIME decided to bring in Interwoven to help them optimize and improve its performance. The Interwoven Website Optimization solution, powered by Optimost, offered a fast and simple way to conduct multivariable tests on their subscription page and help them to maximize paid subscribers to TIME Magazine.

The dedicated project team developed a test plan for the subscription page, which included 11 variables and 73 different values (versions of variables) to be tested. Based on this plan, the Interwoven Optimost engine quickly identified and generated almost one billion possible permutations of the page.

With its advanced testing methodology, Interwoven was able to conduct multivariable tests on a subset of these permutations to determine exactly what factors did and did not affect conversion rates, including:

- Changing the top left banner vs. the top right banner
- Changing "assurance" text to a VeriSign logo
- Better emphasis of the key promotion
- Making specific copy changes

As a result of testing with the Interwoven Website Optimization solution, TIME identified a winning creative which enabled it to increase online paid subscriptions by 16.2%.

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