



# Maxymiser Continues Strong UK Debut with P&O Ferries, National Express and CheapFlights.co.uk

Maxymiser Ltd., April 17, 2007

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## *Deploying Multivariate Testing to Boost Conversions*

PR9.NET April 17, 2007 - London, UK - Maxymiser today announced that their unique multivariate testing technology has been selected by National Express Coaches, P&O Ferries and CheapFlights.co.uk. Maxymiser is devoted to maximising the success of online businesses by optimising the features of websites that can have the greatest impact on key metrics.

Testing different content combinations will allow National Express to learn how their customers respond to different marketing messages. The website's main homepage offers box will be the focus of the test with National Express optimising creatives to translate into sales. Maxymiser's solution will enable different content to be served in a live environment to visitors to the National Express homepage and monitor visitor behaviour right through to purchase.

Kevin Milnes, Head of E-commerce at National Express commented "Maxymiser's technology will allow us to try out some different messages and creative ideas and provide statistically valid results on what is most attractive to our customers."

P&O Ferries will statistically test visitor response to their homepage then ensure each visitor sees optimal content. Daniel Acarnley, Web Manager P&O Ferries, commented "Testing will allow us to learn exactly what our customers respond to best when they arrive at our page and enable us to meet their expectations."

Mark Simpson, Sales Director, Maxymiser added "It is great to have these big household names on board, it is a strong demonstration of the potential of our service and we look forward to delivering results and increasing their revenues ."

UK flight price comparison website CheapFlights.co.uk began testing with Maxymiser this week with a selection of variations on their homepage now undergoing testing. By testing with a live audience, the company is aiming to increase the percentage of qualified visitors gaining results from their advanced search facilities.

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## **About Maxymiser Ltd.**

Maxymiser optimises the effectiveness of any website's content and design to deliver key metrics such as conversion and click through rates more effectively. Maxymiser gives clear statistical proof of those combinations of content and design which work most successfully in converting sales and delivering customers and those which fail to do so. As a result website owners can refine and finesse content and design offers time and time again to capitalise on strong performing features and remove the weak.

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