Sentient Ascend™

The first AI-powered conversion rate optimization solution

⏱	**Better results in less time**	↻	**Continuous improvement**
🎨	**Creative freedom**	🗂	**Multipage, multivariate optimization**

Ascend works just like evolution. You give it the "genes" (meaning the website variations you want to try) and it tests combination after combination, determining the best mix of variables for your unique site. It learns, adapts and reacts to user interaction and finds winning solutions in far less time and traffic than required by traditional testing methods.

TEST THOUSANDS OF COMBINATIONS, ALL AT ONCE

Ascend is a massively multivariate testing solution. You choose what you want to test—copy, layout, image, design, color, interaction, and more—then enter in as many variants of each as you'd like, and start testing them all simultaneously.

It works like this: Ascend tests individual changes and determines the winners, then automatically combines winners into a new test, determines that winner, and continues until it has evolved to the best-performing design. As you see which of your changes are driving uplift, you can add more ideas to test, and Ascend will incorporate these ideas and find the new best-performing design.

OPTIMIZE YOUR ENTIRE FUNNEL WITH MULTIPAGE TESTING

Most optimization tools simply can't handle multipage testing. That's because with different variables on different pages, it can be hard—if not impossible—to figure out which changes are actually working and which ones aren't.

Ascend is the first CRO solution that allows you to test multiple pages in a single test. You can add your ideas to every page in your funnel and Ascend does the rest. It finds the combinations of variables that work together to provide the most uplift for your site.
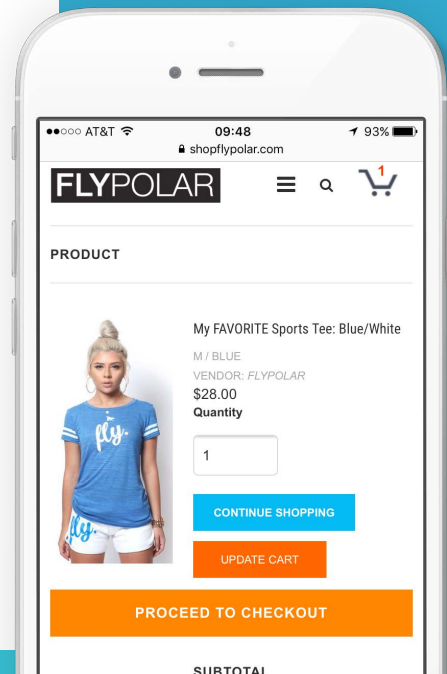
SENTIENT ASCEND AT WORK

In partnership with conversion agency Condorly, FlyPolar optimized several changes—from design tweaks to button changes—on multiple pages in its shopping funnel.

Ascend's multipage, multivariate testing produced significant results in just three weeks:

4-page
funnel tested

16%
increase in traffic to the checkout page

13%
increase in average order value

> Sentient is bringing to market a disruptive product that can easily be described as a modern marketing director's dream. I see this type of solution sending tremors throughout the entire industry and ultimately shifting all conversion related benchmarks into hyper-drive.

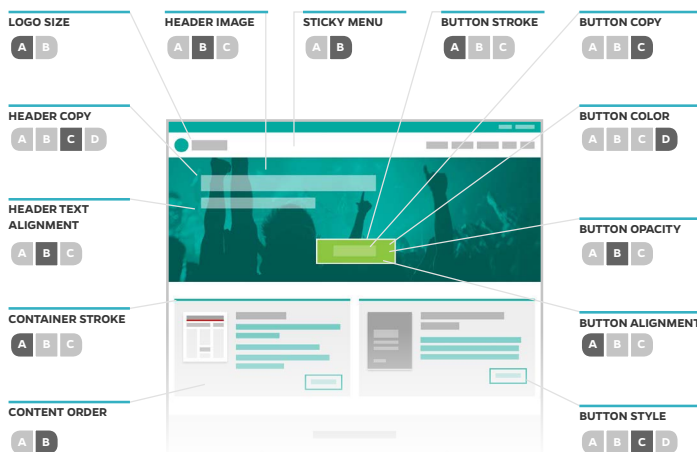**— COURTNEY CONNELL, MARKETING DIRECTOR, COSABELLA**

SEE WHAT ASCEND CAN DO FOR YOUR CRO PROGRAMS

Get hands-on experience with the first CRO solution that creates winning web experiences by following the principles of Darwinian natural selection. Ascend determines the best designs for your websites much more quickly than traditional A/B and multivariate methods—fully autonomously.

ASCEND GIVES YOU:

- **Bigger improvements in less time:** Validate multiple hypotheses at the same time, test them faster, and boost conversions to help drive your KPIs. Ascend lets you simultaneously run tests on one page or multiple pages, at every stage of your funnel. Not only that, but since Ascend automates the testing, it saves you hours of administrative drudgery.

- **Always-on testing means always-optimized experiences:** Ascend's evolutionary algorithms continually test and learn—in real time—which options will engage your website visitors. You can incorporate your best ideas no matter when you come up with them, and have the flexibility to add new ideas into your test to continue increasing your results.

- **The freedom to explore:** Since you can test many more combinations at once, you can try as many ideas for improvement as you can think of, from the small tweaks to the radical rethinks, all without the fear of wasting traffic or compromising outcomes. Any good idea can be considered—in fact, the more the better!

How do you choose between 13 elements with 39 variations? Ascend finds the optimal solution without having to test all 1.1 million potential combinations.

LOGO SIZE
A B

HEADER IMAGE
A B C

STICKY MENU
A B

BUTTON STROKE
A B C

BUTTON COPY
A B C

HEADER COPY
A B C D

BUTTON COLOR
A B C D

HEADER TEXT ALIGNMENT
A B C

BUTTON OPACITY
A B C

CONTAINER STROKE
A B C

BUTTON ALIGNMENT
A B C

CONTENT ORDER
A B

BUTTON STYLE
A B C D

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ABOUT SENTIENT TECHNOLOGIES

Sentient's mission is to transform how businesses tackle their most complex, mission-critical problems by empowering them to make the right decisions faster. Sentient's technology has patented evolutionary and perceptual capabilities that will provide customers with highly sophisticated solutions, powered by the largest compute infrastructure dedicated to distributed artificial intelligence.

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