



# The Evolv Digital Growth Optimization Solution

Industry analysts and experts have concluded that by optimizing the digital customer experience (CX), companies can quadruple their growth.

However, customer experiences are formed from hundreds of design choices in millions of combinations. It's not just about what you're offering or how it's presented on a webpage or mobile app. Competitors launch promotions, innovators disrupt the market, and seasonal holidays change customer expectations. Navigating nearly endless possibilities amid a backdrop of constant change to find the best experiences that drive growth is like finding a needle in a haystack.

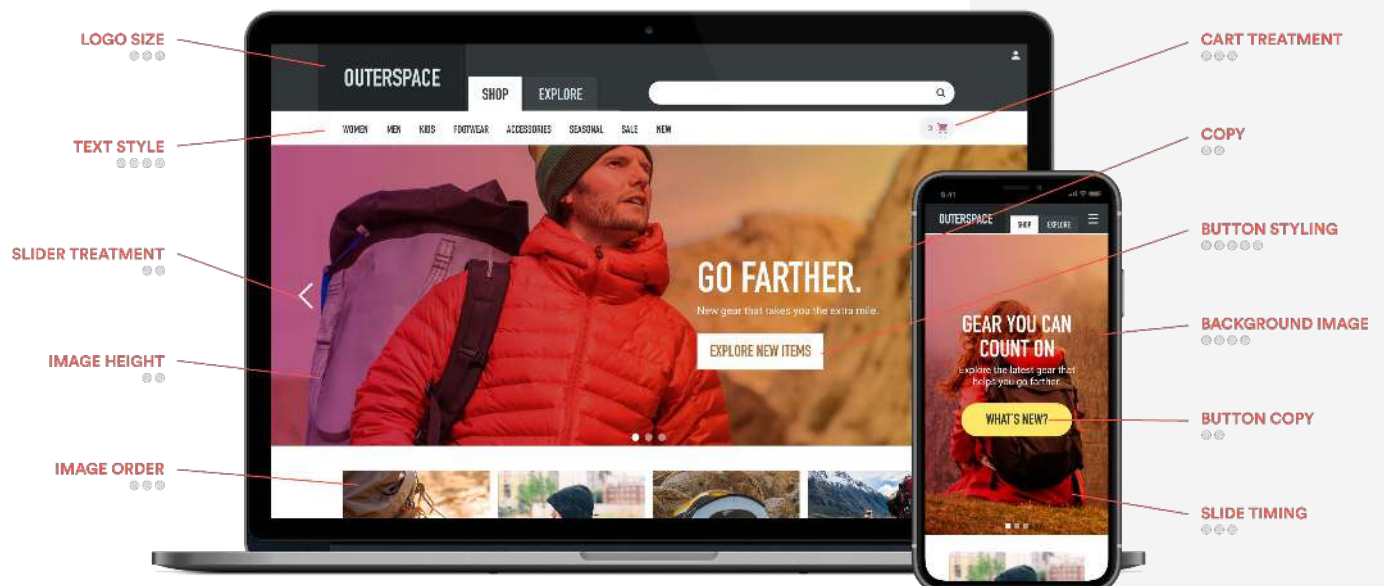
## EVOLV OVERVIEW



We selected Evolv because of the platform's unique ability to identify winning end-to-end digital experiences that both meet the ever-changing needs of our customers and deliver growth.

— AURELIE STOCK-POEUF,  
CHIEF DIGITAL OFFICER,  
BOUYGUES TELECOM

Evolv uses AI to test thousands of ideas simultaneously, allowing you to find the needle in the haystack and optimize the customer experience.



## EVOLV OVERVIEW



Frost & Sullivan recently recognized Evolv with the 2020 Global Technology Innovation Leadership Award for dramatically enhancing revenue generation for a company's digital presence.

*“Evolv’s solution automatically learns what constitutes a positive customer experience (CX).”*

*- Frost & Sullivan*

The majority of enterprises and digital-first companies rely on the testing industrial complex (conversion experts, experimentation teams and traditional testing tools) to attempt to improve their customer experiences. Unfortunately, this approach consumes too much time and traffic and is ill-equipped to drive growth in digital experiences. By the time answers are generated, they're often no longer relevant.

The Evolv Digital Growth Optimization solution finds the needle in the haystack—the experience that gets your customer to hit the buy button faster and more often. This is why digital leaders rely on Evolv to define their optimization strategy, generate a constant source of new ideas to be explored, and leverage Evolv's proprietary AI to serve progressively better customer experiences and find the best customer journey.

The Evolv Digital Growth Optimization solution keeps pace with constant changes and can identify optimal experiences from nearly endless possibilities. Evolv's AI-driven optimization works across all digital touchpoints in the customer journey to bring quadrupling revenue growth within reach. With Evolv, companies are able to find the needle in the haystack: a new needle, in a new haystack, every day.

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