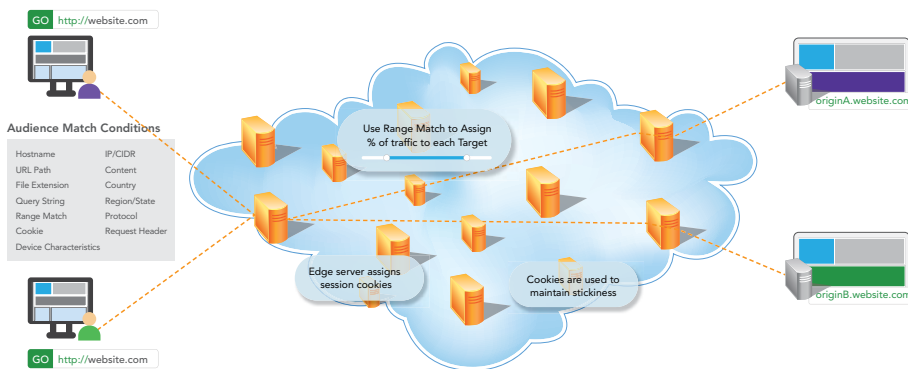# Audience Segmentation Cloudlet

Easily define audiences and quickly split visitor traffic for A/B and multivariate testing while taking advantage of the web performance and security of your Akamai CDN.

A/B and multivariate testing are important practices that inform the optimization of the web experience you design and deliver for your customers. Identifying unique criteria and hand-coding visitor audience segments at the data center can be labor intensive, complicated, and error prone. When attempting to split visitor segments for A/B testing while also leveraging a CDN for web performance and security, it becomes difficult to maintain control over defined visitor audiences without making compromises that can be detrimental to website performance and the overall user web experience. What good is your A/B test data if it is tainted by slow page loads that lead to site abandonment?

Audience Segmentation provides a cloud-based tool to select various audience criteria and control cookie duration using the scale and performance of the Akamai Edge to segment your visitors. You can save time and money on custom development, gain operational agility, and avoid website performance degradation by retaining the full advantage of your Akamai CDN.

Unlike the do-it-yourself approach or solely relying on a third party vendor, The Audience Segmentation Cloudlet eliminates the need to design and hand-code audience match criteria at the server or load balancer and allows for full content cacheability and acceleration on the Akamai Intelligent Platform™.

BUSINESS BENEFIT

- **Save time** on custom traffic splits for A/B testing with pre-built functionality.

- **Simplify segmentation and cookie assignment** for various online audiences.

- **Retain cacheability** of content and gain the web performance and scale of Akamai.

- **Offload test administration** to operations staff with policy manager or the {OPEN} API.

- **Easily manage** many audiences on an ongoing basis.

- **Support** a large number of simultaneous audience segments.

USEFUL FOR:

- **A/B or multivariate testing** of the content, features, or design of your website or application.

- **Tailoring web experiences** by delivering various versions of content to numerous audiences based on several customizable match conditions.

- **Splitting traffic** to various origins with simplified segmentation and cookie assignment for stickiness.

- **Built-in Speed –** segmentation of visitor groups happens at an Akamai Edge server close to the end user, eliminating a round-trip to your data center and any associated negative website performance impact.

- **Audience Management –** maintain an accurate test population over time with less complexity. The Cloudlet will segment your visitors and set a cookie to maintain stickiness for the desired duration.

- **Multi-Test Setup –** set up and manage up to 50 web experiences for A/B testing with less complexity.

- **Cloudlets Policy Manager –** an intuitive rules-based user interface that allows you to quickly design and activate policies within minutes.

Audience Segmentation Cloudlet

Cloudlets Policy Manager

Cloudlets are **self-provisioned** and **self-configured** via **Luna Property Manager** and **Cloudlets Policy Manager**

You can also manage Cloudlets functionality via included **{OPEN} APIs**

Cloudlets

Cloudlets are extensions to your Akamai solution that provide additional controls and capabilities that help simplify your web operations and improve the user web experience. Website, application, or infrastructure owners can speed time to market and avoid the cost of custom development with self-serviceable Cloudlets applications that take advantage of the web performance and scale of the Akamai Intelligent Platform.

The Akamai Ecosystem

Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform™, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.

Akamai FASTER FORWARD

As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable and secure for its customers. The company's advanced web performance, mobile performance, cloud security and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 40 offices around the world. Our services and renowned customer care enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers and contact information for all locations are listed on www.akamai.com/locations.