



VWO Copilot

Conversion rate optimization has evolved. Have you?

Upgrade to AI-powered experience optimization

Hypothesis ideation, user behavior analysis, opportunity discovery or campaign creation - VWO Copilots automate it all. Streamline your entire CRO cycle, speed up your results, and improve your optimization velocity with **VWO's AI-powered experience optimization suite**.

Tangled in the complexities of traditional optimization?

Your optimization process may not always be a cakewalk, especially while running it at scale continuously. Teams can be overwhelmed by the complexities of:



Data overload

Sifting through vast amounts of user data to find meaningful insights can be time-consuming and resource-intensive.



Manual effort

Adapting to evolving user behavior and delivering tailored experiences requires constant manual effort.



Tiresome execution

Building campaigns for complex experiments involve reliance on multiple teams.



Ideation dilemma

Consistently generating new, impactful, and innovative ideas can lead to a creative block.



Conquer your optimization hurdles with VWO Copilot



Analysis and ideation



Continuous hypothesis generation: Ideate faster and build a continuous pipeline of hypotheses with our VWO Copilot that is trained on thousands of optimization principles.



Automated analysis of session recordings: Identify the 'why' behind your user churn with automated analysis of your session recordings.



Automated heatmap analysis: Auto-analyze large volumes of heatmap data to identify key user engagement patterns and get data-backed optimization recommendations.



Predictive heatmap generator*: Predict future click patterns of your users based on past user behavior data.



Actionable survey report summaries: Understand the pulse of your audience faster with an auto-summarized view of user feedback.



Campaign creation



AI-powered variation creation: Bring your ideas to life by building your campaign variations and experiences just by interacting with our VWO Copilot.



AI-powered segment targeting: Effortlessly craft complex targeting segments just by prompting our VWO Copilot.



Build page groups: Create regex/pattern-based page groups, or add bulk URLs for your campaigns, with a single prompt.



Survey creation: Generate survey questions with the help of VWO Copilot, specific to your objectives.



Metric recommendations*: Get customized metric suggestions for your optimization campaigns, helping you capture all critical goals.



ML-powered dynamic traffic allocation: Get results faster even with smaller sample sizes by dynamically allocating traffic to better-performing variations in your campaigns.



AI-powered report segmentation: Auto-generate visitor segments to filter reports and analyze audience-specific campaign performance.



Opportunity discovery

- Unified user behavior analytics***: Reduce hours of manual work analyzing terabytes of behavioral data across heatmaps, session recordings, form analytics, etc to derive insights.
- Key segment recommendations***: Discover new opportunities to optimize your campaigns by uncovering interesting visitor behavior and segments.

Leading brands trust us for their optimization



AI powers our tools, but your data stays yours



ISO/IEC 27001
Certified Information Security Management System
www.tuvusa.com/iso27001



GDPR
COMPLIANT



ISO/IEC 27701
Certified Privacy Information Management System
www.tuvusa.com/iso27701



AICPA
SOC
SOC 2
TYPE II
CERTIFIED



CCPA
COMPLIANT



HIPAA
COMPLIANT



PCI
DSS
COMPLIANT

*coming soon

Get in touch to scale your optimization with VWO Copilot - sales@vwo.com