

EMG to Host Optimost Multivariate Testing Seminar Event

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IRVINE, CA – Earthbound Media Group (EMG) will host an exclusive Interwoven Optimost “Lunch and Learn” seminar on multivariate testing (MVT) open to local online businesses, executives and professionals from all industries. To be held on Thursday, March 26, 2009 from noon to 1:30 p.m. at EMG’s Orange County headquarters, the lunchtime event will feature a complimentary lunch and a seminar titled “Drive More Value from Your Online Marketing” – a hot topic covering online marketing strategies that could potentially reap profitable ROI rewards.

“This Lunch and Learn seminar is a great opportunity to connect with local businesses and educate them about multivariate testing at a high level through real life case studies,” explained EMG Senior Online Marketing Analyst Brandon Reiser. “In EMG’s own experiences, MVT has provided massive value to our clients, so we’re really looking forward to sharing valuable insight and information with other like-minded professionals who are looking for innovative ways to improve their online presence.”

Led by Reiser and Interwoven’s Director of Marketing Solutions at Optimost Chad Epling, the exclusive luncheon seminar will teach web professionals and prospective clients how to increase conversion rates by optimizing online content and testing subtle changes to their websites specifically through A/B and multivariate testing – a subject area that both EMG and Optimost, Interwoven’s powerful website optimization solution, have leveraged for significant results. Additionally, attendees will learn how website optimization can improve ROI and online marketing performance in terms of maximizing conversions, increasing customer engagement and driving sales.

EMG and Interwoven would like to extend an invitation to those interested in networking, engaging in conversation and learning more about improving overall online performance to attend this luncheon. Space is limited, so those interested in attending are encouraged to register today at www.interwoven.com/optimization.

About EMG

EMG is a one-of-a-kind, technology-driven strategic marketing agency. Our singular goal is to evolve the digital and visual landscapes of business for corporations, brands and non-profits worldwide.

As a leader in the marketplace, EMG has single-handedly set a benchmark for complexity, creativity and vitality in the solutions we have provided for both our partners and clients alike.

About Interwoven

Interwoven is a global leader in content management solutions. Interwoven's software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments. Our unique approach combines user-friendly simplicity with robust IT performance and scalability to unlock the value of content. Today, more than 4,000 enterprise and professional services organizations worldwide have chosen Interwoven, including: adidas, Airbus, Avaya, Cisco, DLA Piper, the Federal Reserve Bank, FedEx, HSBC, LexisNexis, Microsoft, Samsung, Shell, Samsonite, White & Case, and Yamaha. Over 20,000 developers and over 300 partners enrich and extend Interwoven's offerings.

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