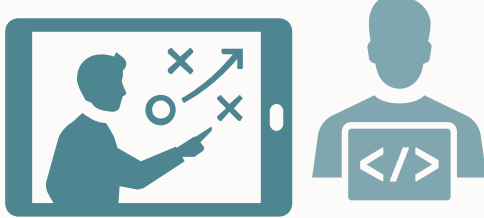


# Client-side or Server-side Experimentation?

## Client-side

## Server-side

### Who is it for?

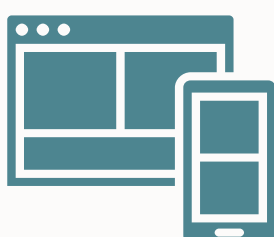


Marketers or developers who want to quickly create and publish tests, without waiting for an application release cycle.



Developers looking to build tests that may require an application release, or when building for “zero trust” security use cases.

### What can I do?



Test visual elements such as text, images, layouts and colors--as well as more complex "behind the scenes" changes using JavaScript.



Test complex or substantial changes without relying on JavaScript, such as major site re-designs, pricing models, product features, search algorithms, etc.

### When can I deploy tests?



Tests can be created, QA'd, and published immediately, without requiring an application code release.



Once the server-side code has been released through the application release cycle.

### Where can I test?



Any website built for desktops, mobile devices, tablets, etc.

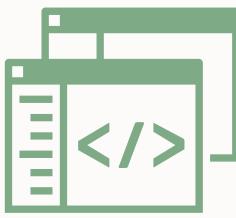


Any application that can utilize REST APIs (talk to a server over the internet), including TVs, cable/set-top boxes, ATMs, kiosks, etc.

### Why does it matter?



Technically will always increase the page load time, even though it has no noticeable impact on the visitor experience.

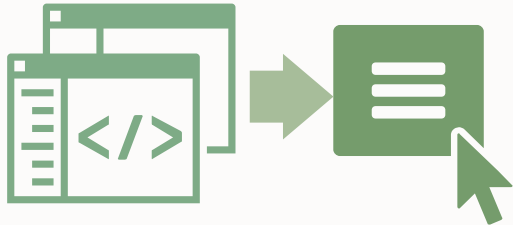


Always going to be the best approach for performance, and at times a requirement to test and personalize on the most secure parts of your website.

### How do I create tests?



Build tests visually and/or with JavaScript using Campaign Designer, followed by our market-leading QA tool for validation.



Create and deliver content through server-side code using your own internal development and QA process.



Server-side testing and client-side testing can be utilized simultaneously.

Server-side testing comes bundled with your Oracle Maxymiesr license, so you can start leveraging this approach today. To enable this functionality, please reach out to your account representative.

