

VWO Claims Top Spot in A/B Testing Space , Securing 15 Leader Badges Across 6 Categories in G2's Spring Reports '23

VWO Emerges as a leader in the A/B testing space in G2's Spring Reports.

DALLAS, USA, May 3, 2023

/EINPresswire.com/ -- G2's Spring'23 Reports are out! VWO, the world-leading experimentation platform, has secured 15 leadership positions in six different categories and featured in 88 reports. It has achieved the top position in two reports and received 23 badges, demonstrating a strong presence in the [A/B Testing](#) landscape.



As per the [Mid-Market Grid Reports of G2](#), VWO has achieved a score of 89, the highest among A/B testing tools this season. This score is based on 234 customer reviews, the most number of customer reviews that any company received in the A/B Testing mid-market space. VWO's remarkable performance has surpassed strong competitors like AB Tasty and Kameleoon.

“

The platform is very user-friendly and doesn't contain a lot of noise. This, in turn, helps with getting concise insights. Also, It's easy to set it up and get started with it right away.”

Hazem Samir, From an Enterprise Firm

VWO has emerged as the top choice among customers based on their ratings and first-hand experiences, owing to its user-friendly interface, effortless administration, ease of doing business, and ability to meet specific requirements. Here is what some customers have to say about VWO Testing on G2:

"The amount of features is excellent. If you know how to apply them, you are good to go with almost any test. You can tell that these guys have been on the market for a long time as they have a lot of functionality and it's well developed." - Artim K., Growth Marketing Manager at a

Mid-Market Firm

"The platform is very user-friendly and doesn't contain a lot of noise. This, in turn, helps with getting concise insights. Also, It's easy to set it up and get started with it right away." - Hazem Samir, From an Enterprise Firm

Recently, VWO announced free plans for behavioral analytics and web experimentation on its [pricing page](#). Additionally, the company is constantly improving the product experience with updates like native Google Analytics 4 (GA4) integration that facilitates the effortless generation of audiences using VWO's data in GA4.

About VWO

VWO is an experimentation platform that enables brands to improve their key business metrics by empowering teams to easily run their conversion optimization programs backed by customer behavior data. We provide a suite of tightly integrated capabilities to unify customer data, discover customer behavioral insights, build hypotheses, run A/B tests on server, web, and mobile, rollout features, personalize experiences, and improve customer experience across the entire buying journey. To know more, visit us at <https://vwo.com/>.

About G2

G2 is a globally recognized and trusted software review website. It helps users make informed software decisions based on unbiased and authentic peer reviews. Every quarter, G2 features the highest-rated solutions in the industry, as chosen by users. These reviews are responses to inquiries about users' likes and dislikes regarding the product, benefits obtained from using the product, and the business problem it solved for them.

Swati Aggarwal

VWO

[email us here](#)

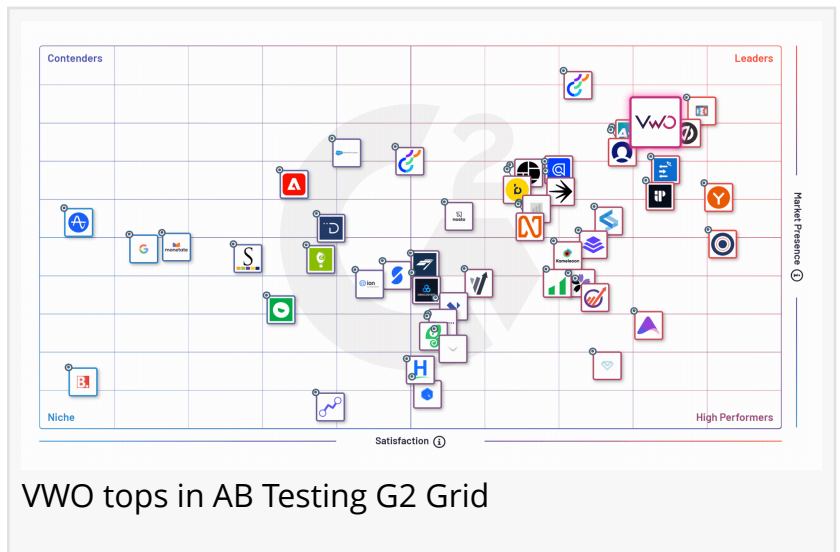
Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[YouTube](#)



EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.