Master the basics of digital experimentation

Kick-start your digital experimentation journey with our checklist for getting started.

**Step 1** Master the basics of experimentation.

- Define ‘health metrics’. What customer information is most important to you?
- Make sure you have the right analytical tool(s) to understand where customers are facing problems on your website or app, such as high bounce rates and low engagement.

**Step 2** Implement the six steps of the experimentation cycle.

A. Gather data about customer behavior and insights to ask questions.
B. Create a hypothesis for why this behavior is happening. What can solve this based on your insights?
C. Design and implement an experiment based on your hypothesis, use a specific action for customers to undertake.
D. Analyze your results to determine if your hypothesis is confirmed or rejected.
E. Formulate and document conclusions. What is the data telling you?
F. Implement winners and use conclusions to create new hypothesis. Repeat.

**Step 3** Share new insights and results with the rest of the organization.

- Gain analysis from employees on the frontline. Who in your organization is closest to the customer?
- Share results and analysis with management and key business functions.
- Include wins and losses to emphasize that every experiment is a learning opportunity.
- Build a network of digital experimentation champions throughout the organization.

Visit our Resource library to learn more about digital experimentation.