

✓ Checklist

Master the basics of digital experimentation

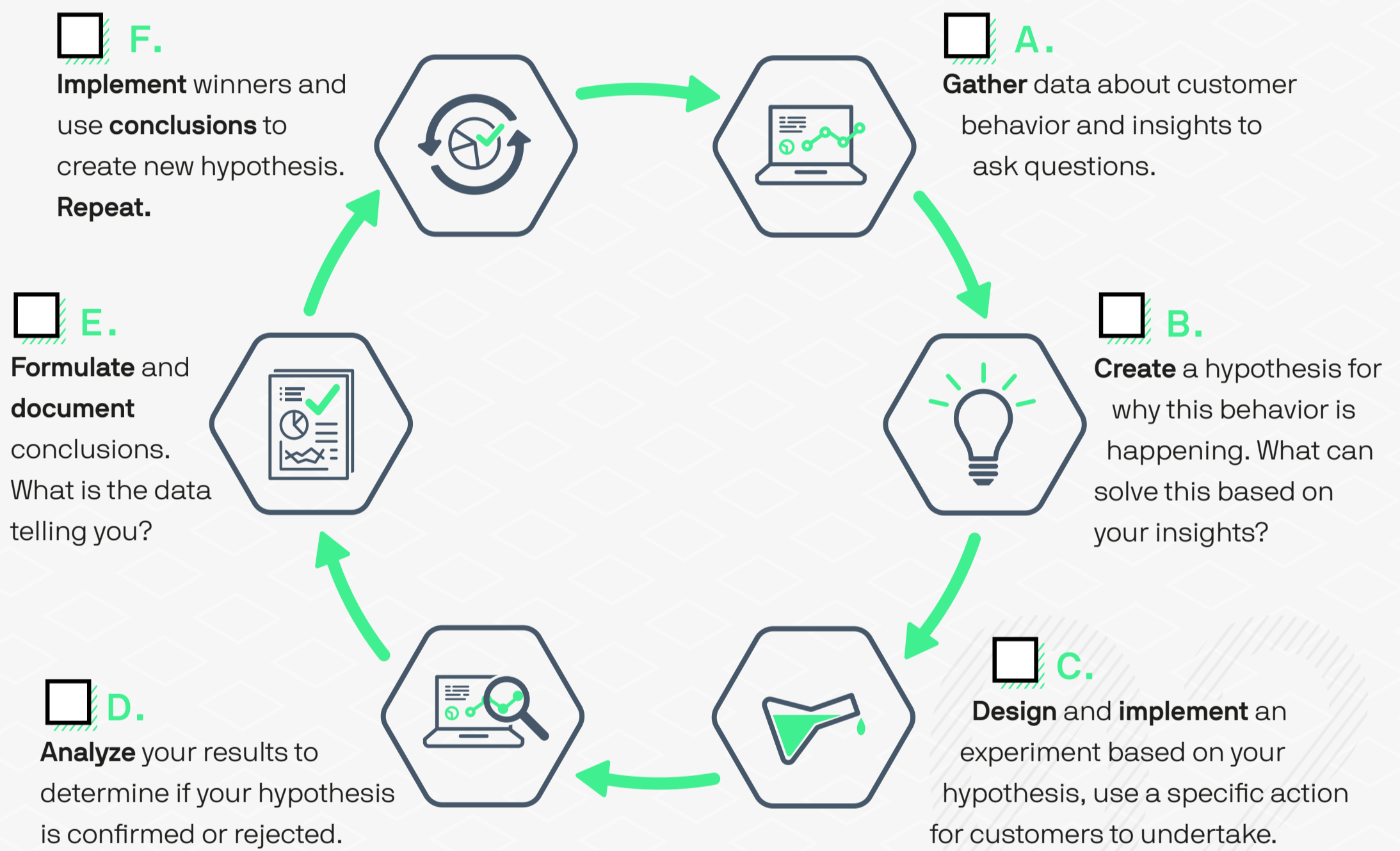
Kick-start your digital experimentation journey with our checklist for getting started.

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.



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.

