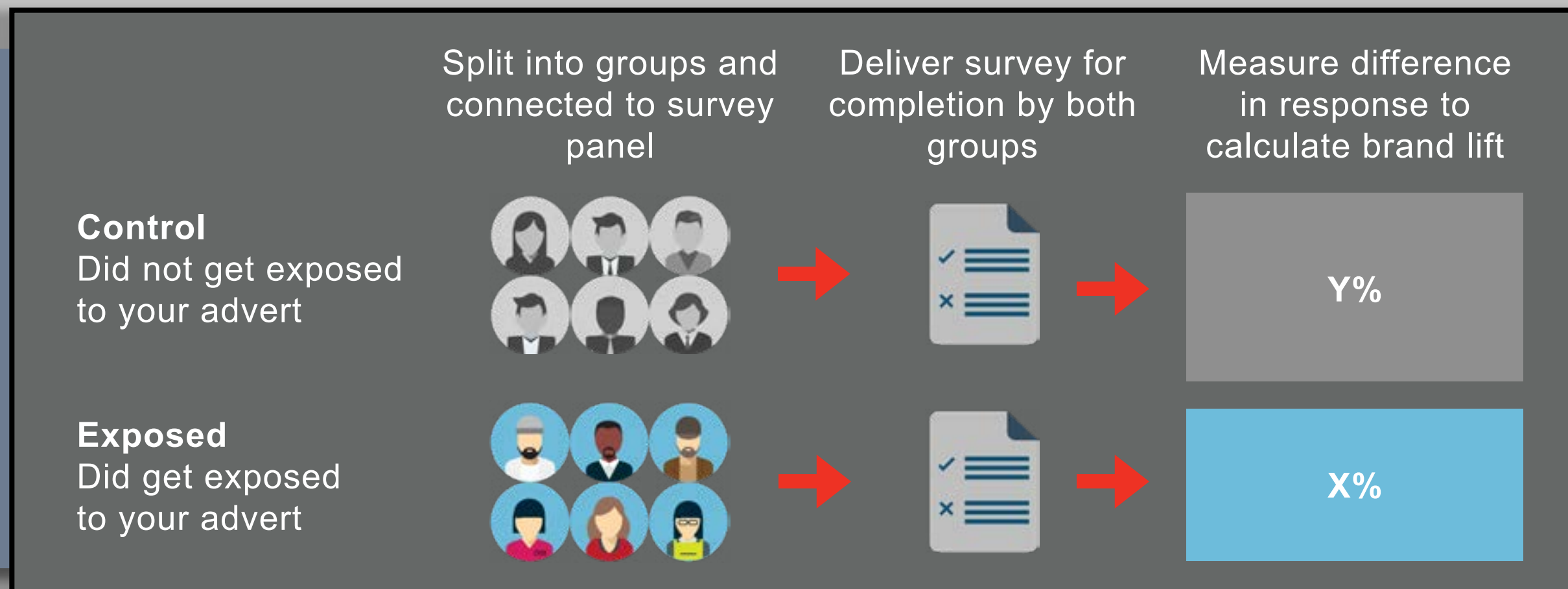


CONTROLLED EXPERIMENTS

offer the opportunity to adopt best practice scientific methods to add confidence and precision in validating advertising investment decisions.



EXPERIMENTS CAN HELP ANSWER:

- Which digital ad formats had the most impact on increasing awareness of my brand?
- Which creative message was most effective at changing perceptions of my brand?
- What frequency of exposure is required to impact brand consideration?
- How many sales were delivered by my campaign?

1 SET CAMPAIGN OBJECTIVES upfront that relate to your business challenge.

2 CREATE A CLEAR HYPOTHESIS for your test that will address the business challenge and isolates a single variable. Try using a “If.. Then.. Because.. ” statement.

3 CHOOSE THE RIGHT METRICS aligned to your business challenge. Avoid using easy but misleading metrics like CTR.

4 PLAN MEASUREMENT METHOD AND UNDERSTAND WHAT TOOLS YOU ARE USING AND WHY

Measure for incrementality so you can isolate impact and understand what your advertising did that would not otherwise have happened.

Design experiment cells to ensure best possible comparability of exposed and control. Plan for:

- Random assignment of control & test.
- Cells that match, e.g. demographically, attitudinally, in propensity to use product, prior exposure
- Subjects in either control or exposed, not both.

Ensure adequate sample size in each cell for the precision needed to confidently answer your question. To detect smaller differences between groups you will require larger sample sizes.

5 PREPARE FOR YOUR RESULTS PRESENTATION: Answer the business question succinctly and adjust detail and technical language to your stakeholders

6 CONTINUE TO TEST & LEARN: Learn how to adjust elements of your campaign to drive better results and keep improving