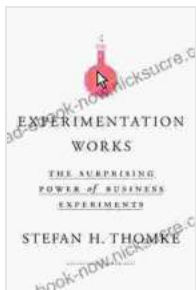


Experimentation Works: The Surprising Power of Business Experiments

In today's rapidly changing business environment, it's more important than ever to be able to adapt and innovate quickly. Business experiments are a powerful tool for doing just that. By testing new ideas and measuring the results, businesses can learn what works and what doesn't, and make better decisions about how to allocate their resources.



Experimentation Works: The Surprising Power of Business Experiments by Stefan H. Thomke

★★★★☆ 4.5 out of 5

Language	: English
File size	: 8136 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 334 pages



The benefits of experimentation

There are many benefits to experimentation, including:

- **Reduced risk:** By testing new ideas before implementing them on a large scale, businesses can reduce the risk of failure.
- **Increased efficiency:** By learning what works and what doesn't, businesses can avoid wasting time and resources on ineffective

initiatives.

- **Improved decision-making:** Data from experiments can help businesses make better decisions about how to allocate their resources.
- **Increased innovation:** Experimentation can help businesses foster a culture of innovation, and encourage employees to think outside the box.

How to get started with experimentation

If you're interested in starting an experimentation program at your business, there are a few things you need to do:

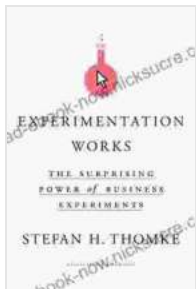
1. **Define your goals:** What do you want to learn from your experiments? What are the metrics you will use to measure success?
2. **Choose your experiments:** There are many different types of experiments you can run. Some common types include A/B tests, multivariate tests, and field experiments.
3. **Design your experiments:** Once you have chosen your experiments, you need to design them carefully. This includes defining the parameters of the experiment, and deciding how you will collect and analyze the data.
4. **Run your experiments:** Once your experiments are designed, you need to run them. This may involve making changes to your website, sending out different versions of an email campaign, or running a field experiment.

5. **Analyze your results:** Once your experiments are complete, you need to analyze the results. This involves looking at the data you collected and drawing s about what worked and what didn't.

Experimentation is a powerful tool for driving growth and innovation. However, it's important to carefully plan and execute your experiments to maximize results. By following the tips in this article, you can increase your chances of success and achieve your business goals.

If you're looking for a more in-depth look at experimentation, there are many resources available online. We recommend checking out the following:

- Optimizely
- AB Tasty
- Convert
- VWO
- LeanStack



Experimentation Works: The Surprising Power of Business Experiments by Stefan H. Thomke

★★★★☆ 4.5 out of 5

Language	: English
File size	: 8136 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 334 pages

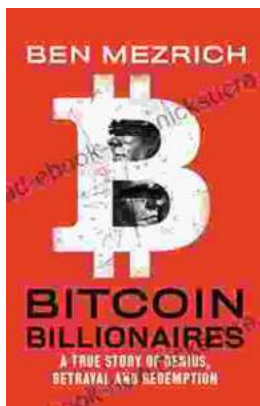
FREE

DOWNLOAD E-BOOK



Chris Hogan: The Everyday Millionaire Who Shares His Secrets to Financial Success

Chris Hogan is an Everyday Millionaire who shares his secrets to financial success. He is the author of the bestselling book "Everyday Millionaires," which has sold over 1...



The True Story of Genius, Betrayal, and Redemption

In the annals of science, there are countless stories of brilliant minds whose work has changed the world. But there are also stories of...