

Digital Experimentation Performance Assessment

A complete 360-degree view of your experimentation program to drive growth, enhance maturity and increase your program's impact.

Are you struggling to create and build a Center of Excellence (COE)? Are you having trouble proving the value of testing to your stakeholders and other business departments? Do you find yourself comparing your optimization program to others?

Some of the strongest experimentation programs in the country have asked these very same questions. They turned to Brooks Bell's experts for answers.

Brooks Bell's Digital Experimentation Performance Assessment is an independent and objective evaluation of your current experimentation program. Our consultants assess what we have identified as the Six Pillars of a Successful Experimentation Program, including culture, team, process, strategy, performance and technology. based on our insights and experiences from testing programs across businesses from diverse industries. After years of experience and insights into testing programs from diverse industries, our experts use these pillars to help determine your greatest areas of opportunity.

The most valuable part of the assessment is a comprehensive roadmap that provides actionable initiatives to address your immediate challenges, so you can produce short-term wins and drive long-term growth. An accompanying action plan offers you step-by-step priorities so you can rapidly increase your testing program maturity.

How We Do It

Your dedicated Brooks Bell team dives into an extensive discovery phase that directly informs best practice recommendations for growth and a practical action plan you can immediately implement. Through a series of onsite visits and virtual communications, we conduct dozens of interviews with your leadership and stakeholders responsible for managing experimentation in your organization, as well as with individuals across a broad range of testing support roles. In addition, we include a series of surveys. We also rank you against global testing programs across e-Commerce industries.

Deliverables include:

- A comprehensive summary of findings & strategic recommendations
- In-person presentation of results, including Q&A
- A practical & detailed action plan for growth



How It Works



Stage 1: Discovery

Brooks Bell uses a variety of proven methods to understand:

- How your organization is structured & how teams interact
- How operations are organized & how they function
- What roadblocks exist that prevent optimization program growth & excellence
- Where opportunities for rapid program improvement exist

We conduct dozens of interviews and surveys to develop a deep understanding about your business, its structure and operations, as well as its challenges and new opportunities for experimentation.



Stage 3: Recommendations

Drawing on our data and analysis, we develop:

- A catalog of existing challenges & opportunities
- Comprehensive recommendations for short- and long-term optimization program growth
- A detailed action plan, which outlines priorities for the next 12 months
- Strategic & best practice recommendations for immediate implementation & results



Stage 2: Analysis

Brooks Bell uses our proprietary Digital Experimentation Performance Model to:

- Develop an overall score that measures your industry's experimentation program maturity against others
- Identify individual scores across Six Pillars of a Successful Testing Program
- Create a practical comparison to experimentation programs across diverse industries

Our Digital Experimentation Performance Model uncovers the strengths and areas of opportunity for your experimentation program, provides a meaningful comparison to other programs across industries and directly informs our recommendations for growth.

6 Pillars of a Successful Digital Experimentation Program



To learn more about Brooks Bell's Digital Experimentation Performance Assessment or any of our other services, contact Scott Plumb today!



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