

# Navigating and Driving an Effective Experimentation Program

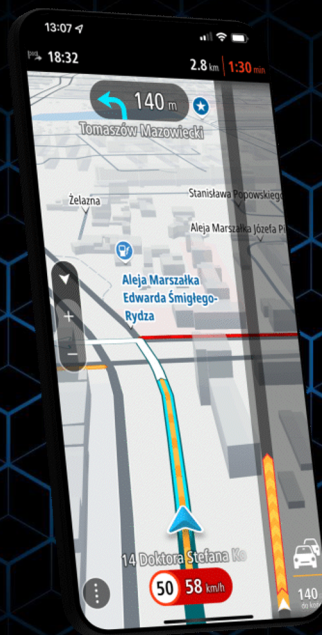
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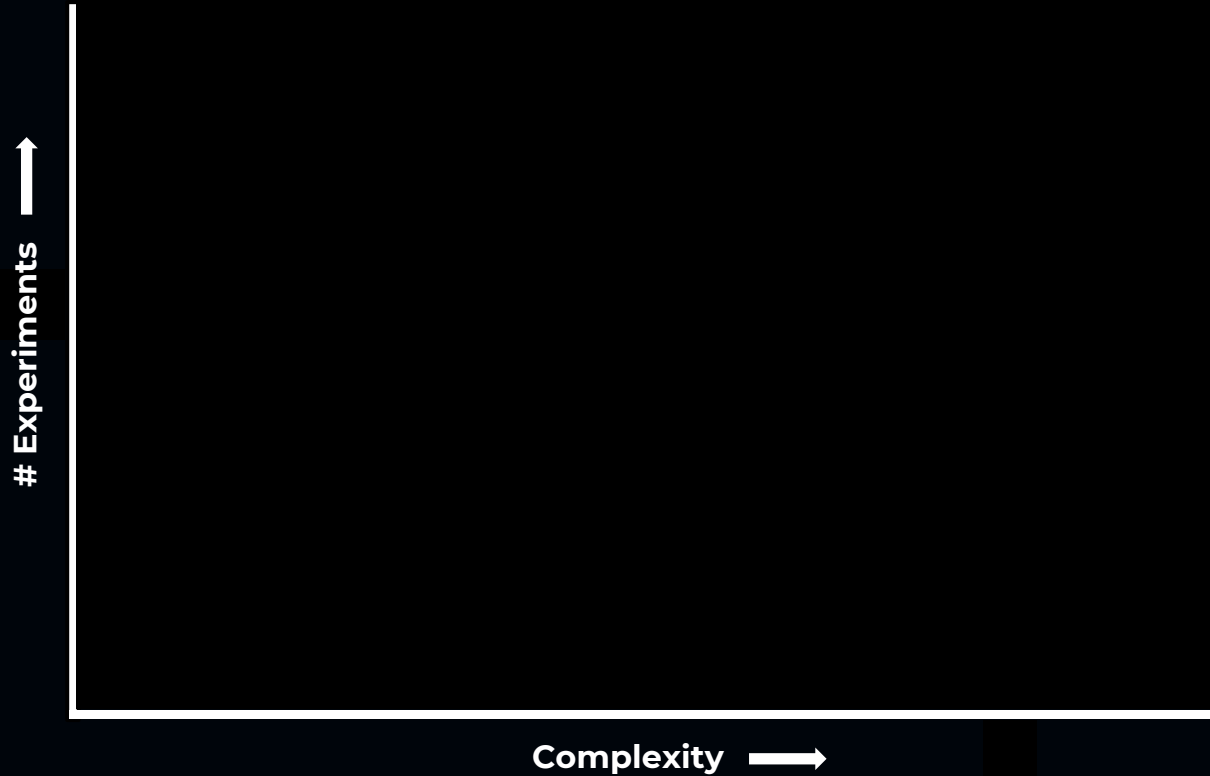
# TomTom in Transition



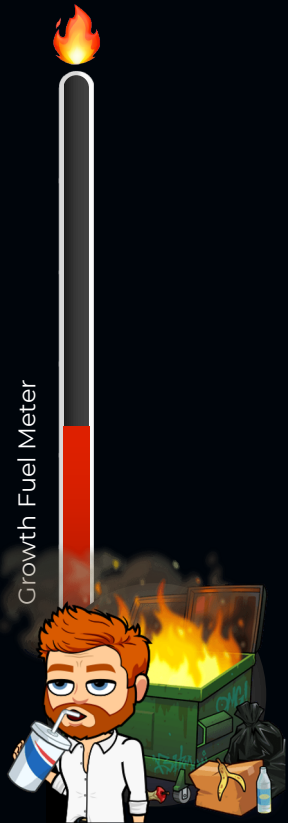
VS



# The Ideal Experiment Program



# Experimentation Chaos at TomTom



## **Process**

incomplete documentation, opinion-based designs, own agendas



## **Strategy**

lacking direction, scattered ideas



## **Motivation**

less collaboration, less input, chasing experiment statuses



# Supercharge Experimentation Program



# 1. Mapping Process

Growth Topics ▶ Pre-validation ▶ Brainstorm sessions

Growth Fuel Meter



VS

October 2023							November 2023				
M	T	W	T	F	M	T	W	T	F	S	
23	24	25	26	27	30	31	1	2	3	4	
1. Acquisition											
Acquisition   Static vs Video Mix Ratio - Meta - Android - Enasha Pandya											
Acquisition   Targeting vs Open Audience - Truck - Meta - Android - Enasha Pandya											
Acquisition   Creative testing [TOPIC] - Meta - Android - Enasha Pandya											
ASO / In-App Events   CSL & GAds - Truck page - Android - Enasha Pandya											
2. Onboarding											
Onboarding   Onboarding Exit Program - IOS - Lara Applewhite, Bjarn Brunenberg											
Onboarding   Subscriptions via TT Checkout + Personalised Onboarding - IOS - Rick Vlaar											
Onboarding   Native to Purchasely Migration - Android - Rick Vlaar											
Onboarding   Prepaid Plan Test - IOS - Bjarn Brunenberg											
Onboarding   EXPO 661 - Showing yearly plan as the default - Mojo example - IOS - Bjarn Brunenberg											
3. Activation											
Research   Mixpanel Deepdive - - Bjarn Brunenberg											
Research   Analyse Trial Drop-off TRUCK vs. CAR - US - - Bjarn Brunenberg											
Research   Brainstorm Activation Ideas TRUCK - - Bjarn Brunenberg											
Research   Summaries Power User Interviews - - Bjarn Brunenberg											
4. Retention											
TT.com   TT Voluntary Churn - - Rick Vlaar											
Research   GO Nav Churn Mixpanel - - Bjarn Brunenberg											
CRM   Winback Campaign - Car - Extend audience - IOS - Lara Applewhite, Bjarn Brunenberg											
6. Revenue											
TT.com   M2Y Speedcam Update - - Rick Vlaar											
CRM   M2Y Campaign - Truck - Extend audience - IOS - Lara Applewhite, Bjarn Brunenberg											
CRM   Upgrade Family Plan - IOS - Lara Applewhite, Bjarn Brunenberg											
Onboarding   Price Test US 19.99 vs 24.99 - IOS - Rick Vlaar											

# 1. Mapping Process

Growth Topics ▶ Pre-validation ▶ Brainstorm sessions

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1. Five second test (design shown for 5s)

**Limited information**

**Detailed info always available**

Default app

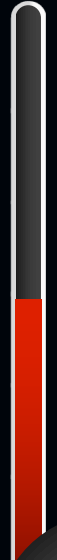
GO Navigation

tomtom

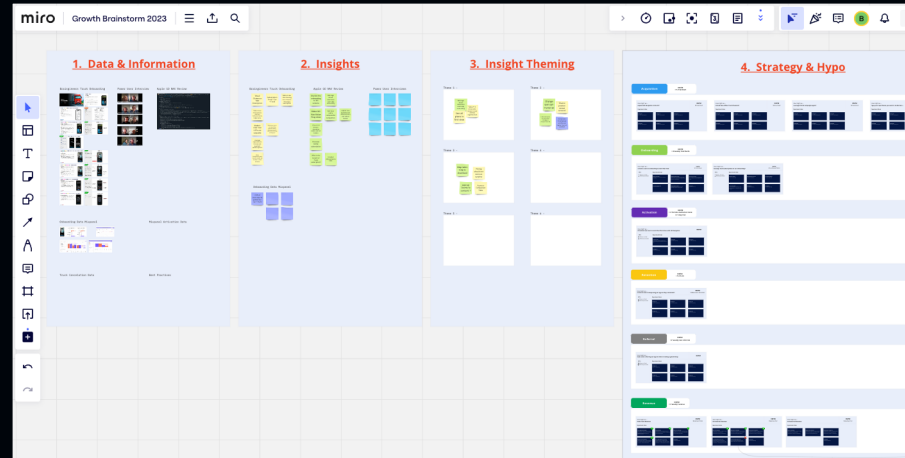
# 1. Mapping Process

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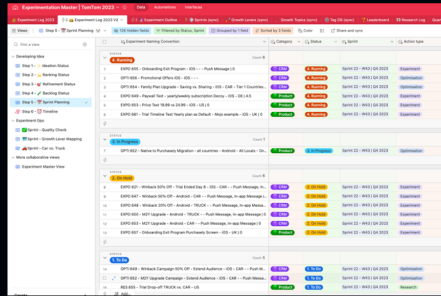
# 2. Navigating Strategy

Documentation ▶ Dashboard

Growth Fuel Meter

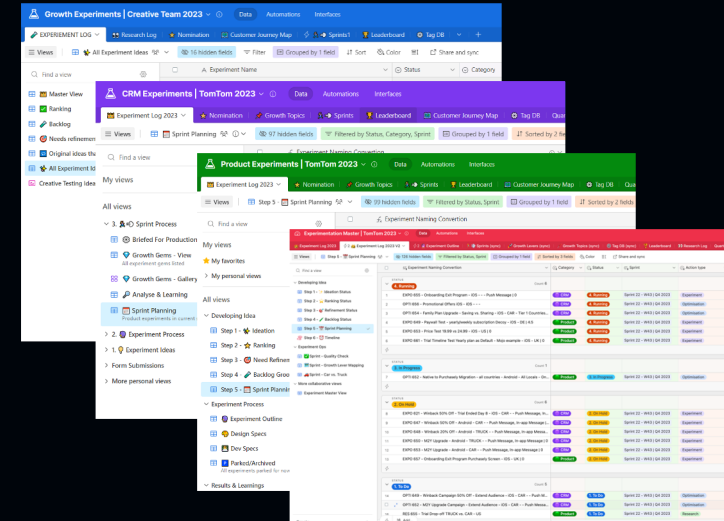


Centralised



VS

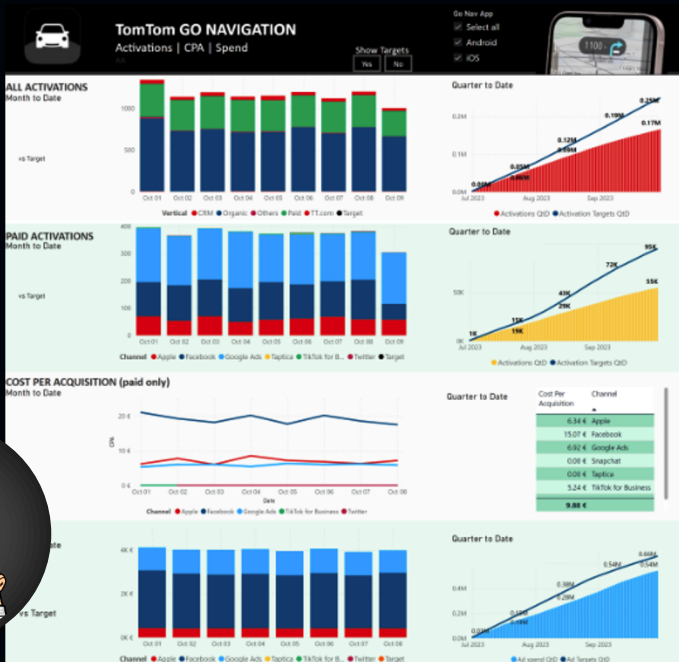
De-centralised



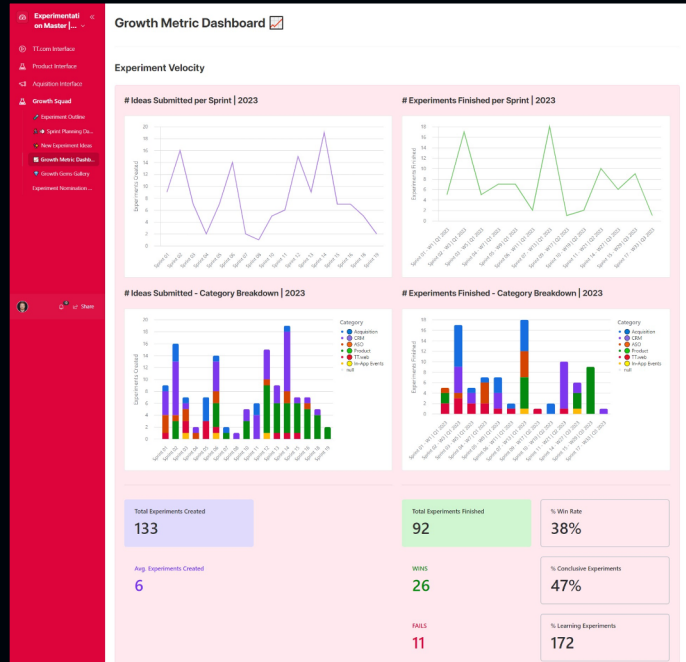
# 2. Navigating Strategy

Documentation ► Dashboard

Growth Fuel Meter



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# 3. Driving Culture

Leaderboard ▶ Quiz ▶ Demo Highlights

Growth Fuel Meter



**Campaign** WINNER

**Meta: Event Optimization test Android Truck**

**CRM** WINNER

**Primary Goal** Increase % of users who opt into the Android Truck subscription

**Hypothesis** By changing the icon to a truck, we will increase the total number of subscriptions.

**Outcome/Takeaway** We learned that changing the icon to a truck resulted in a 10% increase in subscriptions.

**Learnings** We learned that changing the icon to a truck resulted in a 10% increase in subscriptions.

**Next Steps** We will continue to monitor the subscription rate and optimize the icon further.

**Full Report**

**TT.com** WINNER

**IOS Map Update - Push Notification vs. In-app message**

**ASO** FAIL

**EXPO 410 - Speedcam Subscription Pricing Test**

**Product** WINNER

**Primary Goal** Increase % of users who download to trial start.

**Hypothesis** By changing the icon to a truck, we will increase the total number of subscriptions.

**Outcome/Conversion** We learned that changing the icon to a truck resulted in a 10% increase in subscriptions.

**Learnings** We learned that changing the icon to a truck resulted in a 10% increase in subscriptions.

**Next Steps** We will continue to monitor the subscription rate and optimize the icon further.

**Full Report**

**EXPO 434 - App Preview Video - UK**

**Truck & Car Icon Test - DE - Android**

	Control	Variant
CTR Truck Icon	13.0%	17.2% <span>+32%</span>
CTR Car Icon	84.0%	80.7% <span>-4%</span>
Total Start Truck	8.8%	8.5%
Renewal Del.	49.0%	49.0%

**Learnings** We learned that the icon change has big impact on the CTR. But this alone did not result in higher conversion Trial Start.

**Next Steps** Convince users of value truck subscription

**Full Report**

**VS**

**tomtom**

**Growth Master**

**Growth Legend**

**Growth Geek**

Score	68	60	47
Ideas	+14	+22	+24
Wins	+5	+5	+3
Fails	+4	+4	+1
Inconclusive	+6	+3	+4



# 3. Driving Culture

Leaderboard ▶ Quiz ▶ Demo Highlights

Growth Fuel Meter



**Campaign**

- CRM** WINNER  
Primary Goal: After conversion with optimized Advertiser Truck Fuel objectives total number of trial starts.  
Hypothesis: By communicating value to our trial users.  
Outcome/Target: Increase SC.  
Learnings: We learned that the message can communicate CPA. Having a target cancellation, next step will be to encourage more subscriptions.  
Full Report: [Full Report](#)
- TT.com** WINNER  
Primary Goal: Increase SC.  
Hypothesis: We believe that by sending a reminder in the number of trial starts.  
Outcome/Target: Increase SC.  
Learnings: We learned that the message can communicate CPA. Having a target cancellation, next step will be to encourage more subscriptions.  
Full Report: [Full Report](#)
- ASO** FAIL  
Primary Goal: Increase SC.  
Hypothesis: We believe that by sending a reminder in the number of trial starts.  
Outcome/Target: Increase SC.  
Learnings: We learned that the message can communicate CPA. Having a target cancellation, next step will be to encourage more subscriptions.  
Full Report: [Full Report](#)
- Product** WINNER  
Primary Goal: Increase SC.  
Hypothesis: We believe that by sending a reminder in the number of trial starts.  
Outcome/Target: Increase SC.  
Learnings: We learned that the message can communicate CPA. Having a target cancellation, next step will be to encourage more subscriptions.  
Full Report: [Full Report](#)

**Meta: Event Optimization test Android Truck**

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**Learnings**  
We learned that the icon change has big impact on the CTR. But this does not result in higher conversion Trial Start.

**Next Steps**  
Convince users of value truck subscription.

**Full Report**  
[Full Report](#)

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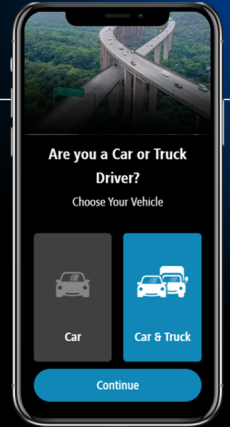
VS

ROUND 2

Was this experiment a Winner?

A YES

B NO





# 3. Driving Culture

Leaderboard ▶ Quiz ▶ Demo Highlights

Growth Fuel Meter



Stack of campaign reports:

- CRM** WINNER: Meta: Event Optimization test Android Truck
- TT.com** WINNER: iOS Map Update - Push Notification vs. In-app message
- ASO** FAIL: EXPO 410 - Speedcam Subscription Pricing Test
- Product** WINNER: EXPO 434 - App Preview Video - UK
- Truck & Car Icon Test - DE - Android** WINNER: Comparison of Control and Variant screenshots.

VS

# tomtom-growth-squad

Bjarn Brunenberg 7:17 PM

**Growth Demo Highlights**

(65 kB)

**Growth Experiments**

Quarter 1

**Growth Demo Highlights | Sprint 13 - Q2**

10 new insights this sprint!

- 🟦 Paid: Event Optimisation Test - iOS
- 🟢 WIN: Given the updates to the Adjust SDK, we hypothesize that the optimal event to use for maximizing conversion may have changed. Test result show that The SUB-C event cell had the lowest cost per event for all the events measured. CPA's when optimizing for the activation and activation\_SDK event are 184-234% more expensive. All FB-iOS campaigns are optimized to SUB-C
- 🟢 Product: Convince me CTA + Guided Tour



❌ FAIL: We learned that the Convince me CTA + additional guided tour



# All of This Resulted In...

Growth Fuel Meter



## Strategy:

**+35%** more experiments backed by data (66% to 89%)



## Process:

**+150%** more experiments fully documented (from 33% to 84%)



## Motivation:



**2x more** people in bi-weekly growth meetings (from 12 to 24)



# Backup Slides

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# Mapping Experiment Process

Week	Monday	Tuesday	Wednesday	Thursday	Friday
 Week 1	<b>Sprint Planning</b> ranked experiments + backlog	<b>Experiment Outline</b> hypothesis, primary goal, MDE, pre-validate design, locale			<b>Refinement</b> refine experiment designs
	<b>Growth Topics</b> topics for this sprint				
	<b>Growth Check</b> OMTM + KPI dashboard				
 Week 2	<b>Running Experiments</b> Building test and keep track on mteric			<b>Growth Demo</b> showcase results	<b>Ranking</b> rank experiment ideas
				<b>Brainstorm</b> think of new test ideas	

# TomTom's Growth Team

An overview of our team structure



# End-to-End Experiment Process



		Draft ▶	Nomination ▶	Refinement ▶	Ranking ▶	Backlog
Insights	Idea based on data/research?	✓	✓	✓	✓	✓
	Valid hypothesis?		✓	✓	✓	✓
	Primary goal?		✓	✓	✓	✓
Outline	Primary Metric?			✓	✓	✓
	Success criteria defined?			✓	✓	✓
	Pre-test conversion calculated?			✓	✓	✓
Design	Test design included?			✓	✓	✓
	Locale, device, OS defined?			✓	✓	✓
Dev	Sample size calculated?					✓
	MDE and duration calculated?					✓



Quality Score

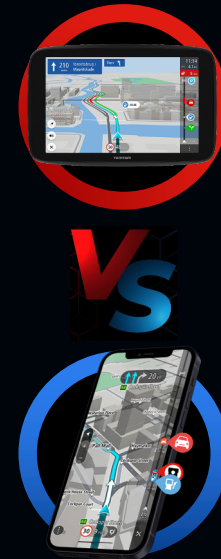
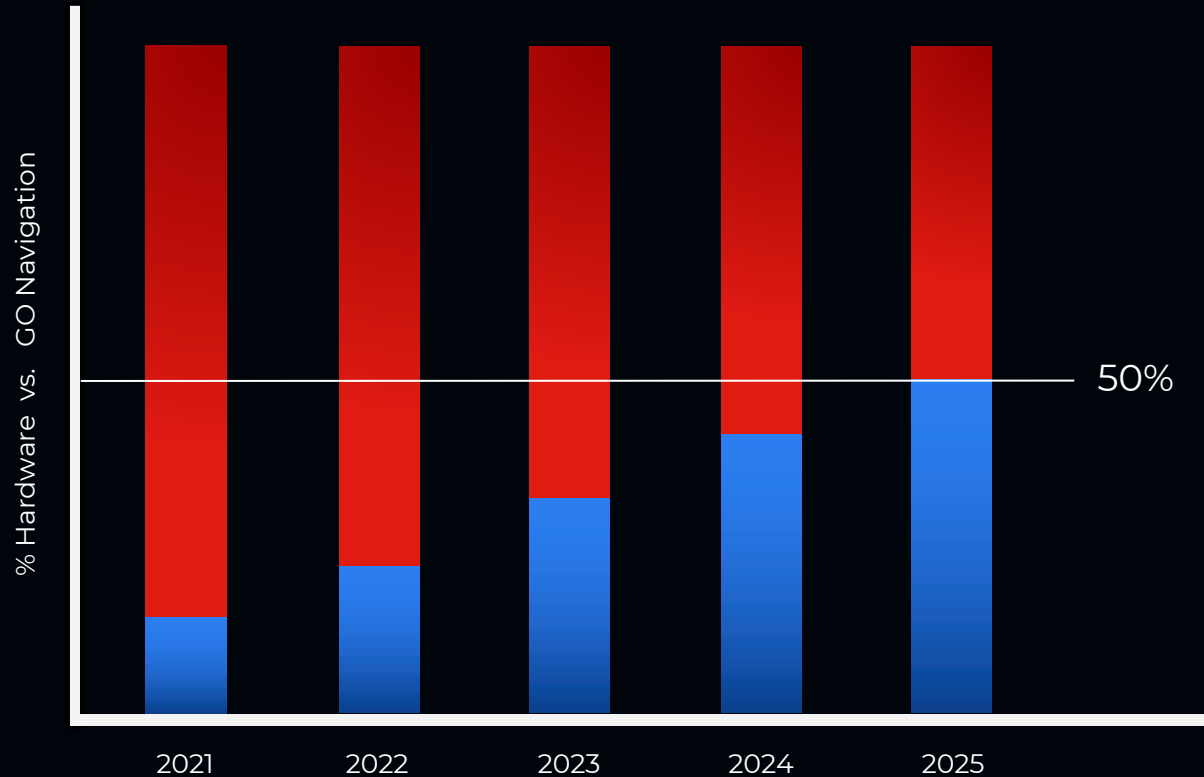
100%

# When Is an Experiment a WIN?

Ground rules to call an experiment a win

- Experiment is live for at least 14 days
- Reach at least 90% significance for 2 consecutive days
- A minimum of 1000 visits per variation group
- At least +100 conversions on either the control or variation
- Reach around 80% statistical power
- Data rejects null Hypothesis
- Use the A/B test Calculator <https://abtestguide.com/calc/>

# Customer Digital Transformation





# Exponential Increase on Mobile Experiments

