

# DDMA Experimentation Culture

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INITIAL CAPACITY SECURED

SET UP MEASUREMENTS

MOVED FROM ADOBE TO GOOGLE

TRAINED IN GOOGLE ANALYTICS



# MATURITY SCAN

**PROCESS**

**KNOWLEDGE**

**TECHNOLOGY**

**AMBASSADOR**

# CXO KNOWLEDGE PLATFORM

KNOWLEDGE

Technical

Ambassador

Process

Feedback



Knowledge

Improvement



25  
Training  
Modules

# ESTIMATION TOOL TEST

TECHNOLOGY

**1 jaar**  
Tot 1 jaar vast

€ 195,19 p.m.

- ✓ Je krijgt éénmalig € 250 korting op de jaarafrekening
- ✓ Zekerheid van een vaste prijs tot 1 jaar
- ✓ Wij regelen je overstap

Kiezen

**1 jaar**  
Tot 1 jaar vast

€ 156,47 p.m.

- ✓ Je krijgt éénmalig € 250 korting op de jaarafrekening
- ✓ Zekerheid van een vaste prijs tot 1 jaar
- ✓ Wij regelen je overstap

Kiezen

Each variant calls a different API

V1 Variation 1

```
JAVASCRIPT
1 window.features = Object.assign(
2   window.features || {}, {
3     reduceEstimationId69: false
4   });
```

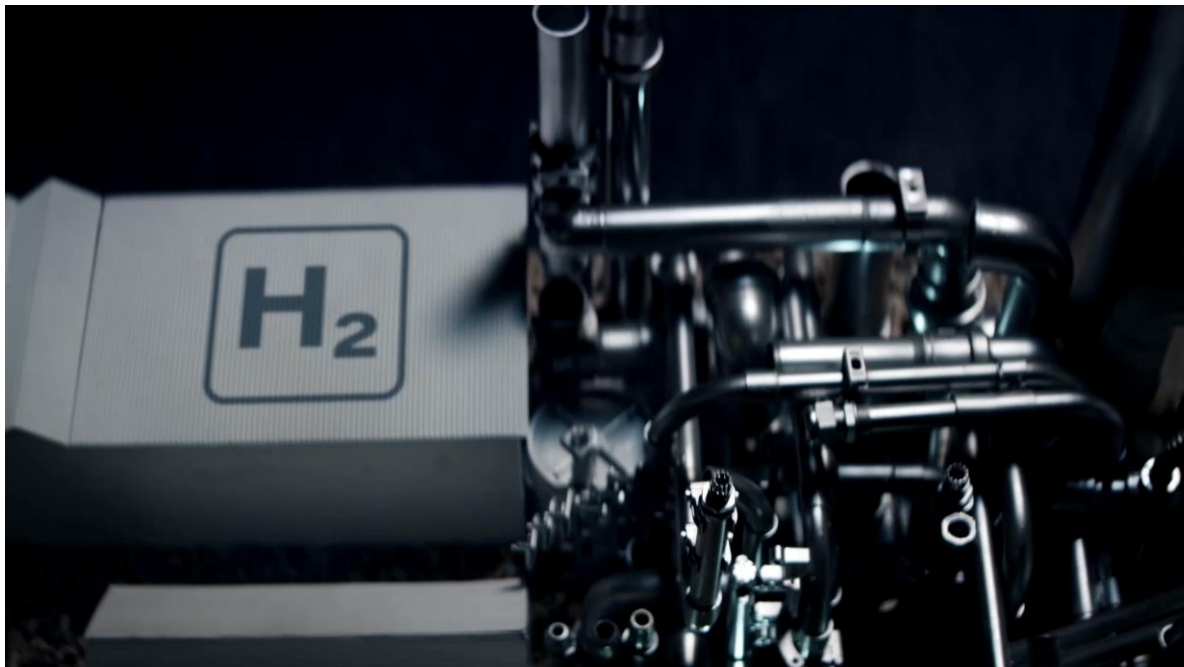
V2 Variation 2

```
JAVASCRIPT
1 window.features = Object.assign(
2   window.features || {}, {
3     reduceEstimationId69: true
4   });
```



# INTERNAL COMPETITION

AMBASSADOR



> 50% TEAMS USE FACTACT

FROM 5 TO 50 EXPERIMENTS

MORE FUNDING

NOMINATED ;)





# THANKS FOR YOUR ATTENTION

## ANY QUESTIONS?

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