





About Experimentation Heroes

The third edition of DDMA Experimentation Heroes (formerly known as the Dutch CRO Awards) will take place on November 6th 2025 at The Social Hub in Amsterdam!

This day promises to be brimming with inspiration as the cream of the crop in the Netherlands take to the stage to present their most outstanding experiments. Experiments in the fields of Conversion, Beyond Web, and Experimentation Culture.

With around 120 visitors, we offer the opportunity to interact with the cream of the crop in the industry. Attend inspiring presentations and have conversations with other experimentation specialists.

Former winners of the award in 2024:
KLM, NS international, Primera & Mepal



Why attend the DDMA Experimentation Heroes?

An afternoon filled with inspirational cases and interesting key-notes. This year with multiple rooms, therefore visitors get the opportunity to choose their own program. At the end of the day the nominated case will be awarded as a true Experimentation Hero.

Experimentation Heroes is of interest to anyone active within the field of Experimentation, Optimisation and UX.

A few job profiles for whom this event is guaranteed the must go event of the year are: CRO & Performance analyst, consultant, specialist and lead. CXO manager/specialist, Digital Marketing Manager, Optimization lead, UX design and web analyst.

Check out the recap of 2024 [here](#).

DDMA Committee Experimentation & Optimisation

This committee is initiator of DDMA Experimentation Heroes



Mark de Winter
ClickValue



Robert de Kok
DELTA Fiber



Leonie Eckhardt
Yellowgrape



Michiel Jansen
ING



Emma van Dalen
Nationale Postcode Loterij



Justin van Tol
iO



Wing Yee Tang
DPG Media



Become a sponsor of Experimentation Heroes

Strengthen your relationship with your current clients and meet new professionals.

DDMA Experimentation Heroes is organized out of passion for the profession, without a profit motive (DDMA is an independent non-profit industry association). Therefore, we are looking for sponsors who want to link their name to this event because you are a true expert and an Experimentation Hero.

Your name will come to the attention to the entire DDMA network and specifically to leading specialists and decision makers in the Experimentation and Optimization field.

Sponsor in 2024:

SITESPECT

 yellowgrape

 Optimizely



Booking.com



Sunweb Group

VATTENFALL 

univé

vodafone  Ziggo

Our network

Online visibility:

- Listing at Experimentation Heroes website: 15.000 page views p/y
- Listing at mailings – 3.600 e-mail opt-ins regular newsletter and 1200 e-mail opt-ins with interest in Conversion Rate Optimisation + the event Experimentation Heroes

Experimentation Heroes:

- Around 120 visitors
- Visitors titles: CRO & Performance analyst, consultant, specialist and lead. CXO manager/specialist, Digital Marketing Manager, Optimization lead, UX design and web analyst

Members of DDMA

- 360+ organisations
- Leaders from a variety of industries
- A mix of agencies and brands, from over 15 industries (Check out our members [here](#))

Sponsor packages

Content	Gold DDMA member: €3.800 Non-member: €4.800	Silver DDMA member: €2.800 Non-member: €3.800
Tickets to attend Experimentation Heroes (single ticket price: 199,-)	6	4
Your own table at the event <small>+ Information about your company facilitated by DDMA on the sponsor table, provided through a QR code that allows you, as a sponsor, to link your own selected content.</small>	✓	✓
Sponsor presentation at the event*	✓	✗
Content article posted by DDMA – Deadline September 29th	✓	✗
Visibility at the event	✓	✓
Branding in all event related communications	✓	✓
Purchase extra tickets with 20% discount	✓	✓
Visibility during a highly attended digital talks, featuring the winners of 2024.	✓	✓

** From DDMA, we communicate exceptionally content-rich stories that move industry professionals forward within their work. Therefore, sales pitches are not part of the sponsor packages. Please use your sponsor presentation to show what you are good at. A content-rich story, that moves professionals forward within their work.*



Additional sponsor information

At DDMA, we specialize in delivering highly informative stories that help industry professionals progress in their work. We offer you the chance to showcase your expertise and knowledge through a content article and your sponsor presentation (gold package). Important note: the presentation and article cannot be of promotional nature.

We provide opportunities for one-on-one conversations and for showcasing your expertise to visitors. To ensure fairness and consistency for all sponsors, external materials such as flyers, gifts, or food and drinks cannot be distributed. However, DDMA facilitates company visibility by providing a QR code on the sponsor table, allowing you to link your own selected content.

DDMA ensures your logo is prominently displayed before, during, and after the event. We take care of all event arrangements; you only need to provide your logo to DDMA.

Deadline article: 29 September 2025

In Addition to Sponsoring: Submit Your Case!

At the heart of Experimentation Heroes is the celebration of outstanding experimentation work — and the people behind it. Organizations are invited to submit their own case and take the stage to share their success.

Each selected case will be explored in depth, offering the audience practical tips, actionable insights, and a wealth of inspiration across these key themes:

- Conversion
- Beyond Web
- Experimentation Culture

Why participate?

- ✓ Recognition & Prestige – Showcase your company's strengths
- ✓ Media Attention – Gain visibility through nominations and awards
- ✓ Expert Jury Feedback – Valuable input to grow and refine your strategy
- ✓ Benchmarking – Compare your performance with leading organizations
- ✓ Team Motivation – Celebrate success and boost employer branding

Ready to be on stage? Case submission opens on May 19 via our website [HERE](#) and closes on September 19 — start prepping your case now!





Interested?

For more information please contact:

Laura or Merel

sponsoring@ddma.nl

or call: 020 4528413

The WHY of DDMA

“DDMA strives for a world in which consumers and organizations can take full advantage of the benefits of data.

Data is the key to innovation, relevant products and customer focused services.

Together with our members, we are convinced that data enriches and empowers people's lives – if they can trust organizations to use their data responsibly and put customer needs first.”

For more information about DDMA and our events please contact:
membership@ddma.nl



**Sponsor one of our
other conferences**



**DDMA EMAIL MARKETING AUTOMATION SUMMIT | DDMA
DIGITAL ANALYTICS SUMMIT | DDMA NEXT | DDMA
CUSTOMER DATA AWARD**

