



Go big and get smart: Boosting your digital marketing effectiveness

Experimental design gives marketers the power to dramatically improve the performance of their digital marketing campaigns.

By John Senior, Keri Larkin and Eric Almquist

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Key questions for achieving the full potential of digital marketing

Are you:

- Using experimentally designed multivariate campaigns to address the tough, marquee marketing issues?
- Pushing the boundaries on what you test rather than playing at the margins?
- Harnessing the power of your digital channels for rapid testing and learning?
- Seeing meaningful changes to your marketing strategies and improved ROI based on the results of your tests?
- Deploying what you learn on a larger scale? Do you have robust test-and-learn capabilities and processes in place to allow your organization to achieve full potential with marketing?



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