**Entry Form Experimentation Heroes 2023**

**Categorie: Conversion**

Deadline for Entry: 15 September 2023

*This default document contains 4 pages*

* The organisation will use the input below to determine the nominees for “Experimentation Heroes”.
* Ownership of an entry must lie with brand/advertiser side (NOT agency side)
* Your entry must cover all requested information below. Completed and well documented entries have a greater chance of nomination.
* The organisation will be looking for:
  + Creativity & Innovation
  + Tangible and statistically sound data and results
  + Responsible & privacy-minded data use
* You can add attachments (for additional data and imagery) by using the same form to upload this entry form.
* Please note that the organisers reserve the right to publish/exhibit screen grabs and/or submitted entries in relation to the awards and nominated/winning reports will be published on experimentationheroes.com. **Note:** **If your report includes sensitive, NOT for re-publication information, please state this clearly!**
* We ask for contact details in order to have the possibility to get clarifying questions and to have an in depth conversation with the nominees.

**NAME OF YOUR CASE**

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**YOUR DETAILS**

1. Your organisation

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1. Contact name

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1. Job Title

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1. Telephone

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1. Email address

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1. Organisations/partners & tools involved in this case

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**EXECUTIVE SUMMARY (MAX. 250 WORDS)**

Provide an executive summary about your case

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**COMPANY & EXPERIMENTATION PROGRAM OUTLINE (MAX 150 WORDS)**

*Describe - in short - the purpose of your company and the status of your experimentation program.*

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**RESEARCH (MAX 500 WORDS)**

*What kind of research did you carry out? What was your approach? Why did you opt for this specific research method(s)? Which KPIs did you use? What conclusions were you able to draw from the data? How did you derive a hypothesis from your conclusions?*

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**HYPOTHESIS (MAX 150 WORDS)**

*Share your test/experiment hypothesis*

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**EXECUTION (MAX 1000 WORDS)**

*Why and how was the experiment set up and conducted? Describe topics like; duration, multi-variate / AB test, traffic distribution, targeting, etc.*

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**RESULTS (MAX 1000 WORDS)**

*What was the result? How did you evaluate the experiment? Which data sources and segments did you derive/use and why? Which Metrics/KPIs did you use and why? What statistical model was used and why? What was the duration and sample size of the experiment?*

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**FOLLOW UP OF THE EXPERIMENT(S) (MAX 500 WORDS)**

*What did your organisation learn from this experiment? How did you translate this into a recommendation and for what purpose in this particular manner? What has been done with the recommendations/conclusions of this experiment? What has been learned from the user? How did this experiment contribute to the company goals?*

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**RESPONSIBLE & PRIVACY-MINDED DATA USE (MAX 500 WORDS)***Explain how you took privacy in consideration in these experiment(s). Did you ask for consent? How did you inform people about the use or their data for these purposes? Did you use any privacy enhancing technologies (e.g. hashing)? How did you secure your data (e.g. ISO27001)? How did you prevent using dark patterns?*

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**ADVICE FOR OTHER EXPERIMENTATION SPECIALISTS (MAX 150 WORDS)**

*What would you have done differently in terms of this experiment and why, given what you know now? What could you do to generate an even greater impact from this experiment? Would you advise others to try this (type of) experiment? In which scenarios should or shouldn’t it be used, and for what reasons?*

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**WHY DO YOU CONSIDER YOUR CASE AWARD WORTHY MATERIAL?**

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