**Entry Form Experimentation Heroes 2025**

**Category: Conversion**

Deadline for Entry: September 19th, 2025

*This default document contains 4 pages*

* The organisation will use the input below to determine the nominees for “Experimentation Heroes 2025”.
* Ownership of an entry must lie with brand/advertiser side (**NOT agency side**) – If nominated, the agency is welcome to join the online jury call on October 7th to provide support. However, the presentation on the award day itself **must be given by the brand.**
* Your entry must cover all requested information below. Complete 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
* Please submit this format as PDF.
* You’re allowed to add one additional document (PDF) that creatively explains your case in your own way — for example, a one-pager or a few slides with visuals. Preferably just one extra document. Please submit these files in PDF format whenever possible, except for file types that cannot be converted to PDF, like video files.
* 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.

*Check all rules and requirements* [*here*](https://experimentationheroes.com/regels-en-criteria-voor-inzending/)*.*

**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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**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? How did the insights lead to the experiment as it was performed?*

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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, design, QA, etc. How did you get to the tested variation?*

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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? How do you approach the ethical aspect of experimentation?*

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**WHY DO YOU CONSIDER YOUR CASE AWARD WORTHY MATERIAL AND WHAT ADVICE WOULD YOU GIVE TO OTHER EXPERIMENTATION SPECIALISTS?**

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