trial run
A FRACTAL ANALYTICS PRODUCT

Testing and Experimentation

Why Trial Run?

User experience and ease of use

- Features that solve practical challenges in running experiments
- Automated end-to-end workflow reduces manual steps
- Methodology not a 'black box'
- Intuitive UI ensures high usability for beginners and experts

Superior cost to value

- Better value than other alternatives
- Dedicated test execution support included

Expert managed service

- Easy to get started with various options for pilots
- Expert guidance for all issues, trainings and best practices
- Smooth transitions and go-live in 6–8 weeks

Unique, cutting-edge science

- State-of-the-art synthetic control for highly accurate matching
- Automated matching process with minimal manual steps

Philosophy

- Test ideas before full scale rollout
- Design experiments so that results can be generalized on a larger scale
- Minimize effect of extraneous variables and measure impact accurately
- Power the best rollout strategy to maximize ROI

Questions answered

- Will a price discount increase sales while ensuring desired profitability?
- Will a new customer loyalty program contribute to customer lifetime value?
- Should a new premium product be displayed at the end of the aisle?
- What is the right length of a product line?
- What will be the ROI of a store remodeling exercise?
  …and many more across business verticals and functions

1 **Enterprise data**

Transaction / POS data

Product master / hierarchy

Site / customer characteristics
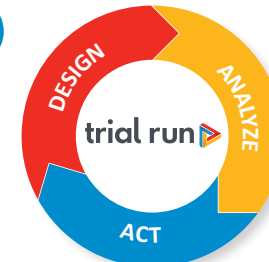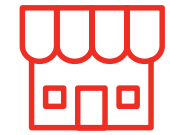
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Trial Run's pre-loaded data

Weather and demographics

2

DESIGN ANALYZE

trial run

ACT

3

Trial Run Modules

DESIGN

ANALYZE
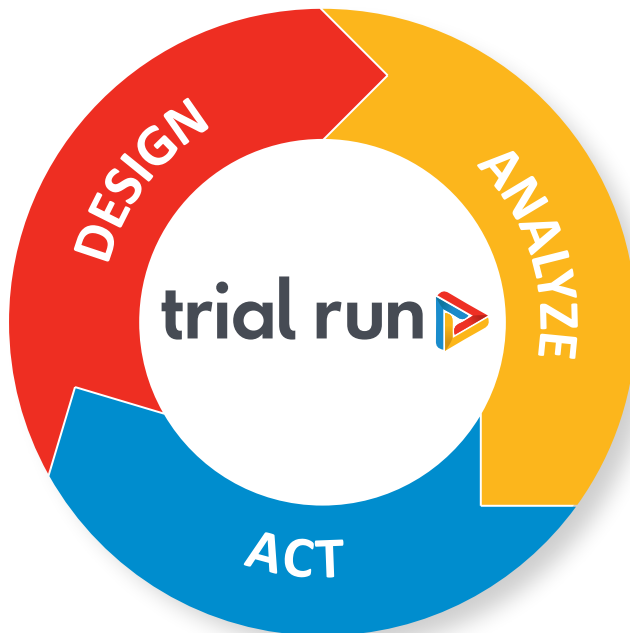
trial run

ACT

Design
QUESTIONS ANSWERED

How many sites / markets / customers to test in?

Which sites / markets / customers to test in?

How representative is my sample of my site network?

Analyze
QUESTIONS ANSWERED

Which is the best control for each test site?

How statistically reliable is measured lift?

How is the test trending over time?

What is driving or draining lift?

Act
QUESTIONS ANSWERED

How to maximize ROI by optimizing rollout?

How to record all tests and learnings for future use?

How to maintain a calendar to avoid test overlap?

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