

# An American department store drives a \$25MM annual gain with Trial Run

## THE BACKGROUND

**Duration:** The company has been using Trial Run since August 2016

**Action:** Deployed on cloud, Trial Run enabled the company to efficiently and accurately scale the experimentation process

## THE EXPERIMENTS

### Visual Merchandizing:

- Attractive furniture display
- Luxury handbags and accessories zone

### Store Operations:

- Longer store hours on weekends
- Queue handling specialist

### Marketing Strategy:

- Jewelry and watches blitz
- In-store purchase deals on men's denim

### HR:

- Central team for recruitment
- Reducing dependency on stores

### Store Remodeling:

- New fixtures and fittings
- New experience zones

## THE IMPACT

By using Trial Run, the number of experiments have increased from ~20 to ~40-45. Similar or higher results are expected in future.



from  
~20 to ~40-45  
per year

## SIGNIFICANT IMPROVEMENT IN MEASUREMENT ACCURACY

Retailer could take more confident decisions as TR's cutting-edge data science reduced measurement errors and recommended the best possible tailored rollout to maximize gains

**\$25MM**  
Annual financial gain

## POSITIVE ANNUALIZED IMPACT DELIVERED ACROSS BUSINESS AREAS

