

Test & Learn Platform (TALP)

Retail & CPG struggle to execute experiments at scale. The legacy testing platform uses decades-old analytics that limit the enterprise value of developing an experimentation culture. The Marketing and Promotions team has broken the experimentation process and has no holistic view of how each initiative is affecting the purchasing behavior of customers.

Meet Tredence Test & Learn Solution : TALP is Imagined to Address the Broken Experimentation Paradigm

Organizations can use our Test & Learn Platform:

- **TALP is a lightweight, configurable platform** for designing marketing innovation experiments and obtaining holistic 360-degree performance. It augments the decision-making of campaign owners, store managers, product managers, and marketing managers by providing a 360-degree view.
- **Design your new experiment.** Proactive system recommendations & ML techniques help you build the optimal experiment design and test-and-control match.
- **Learn from Adjustment experiments.** Using adjacent learning, exploit winning features to drive enterprise-wide insight adoption and a virtuous cycle of experiment improvement.

Reach out to us at alliances@tredence.com for a demo.

Tredence is an AI engineering and data science company that focuses on last-mile delivery of insights into actions by uniting its strengths in business analytics, data science and engineering.

Streamline product management with smart production planning



Master Experimentation Data Platform

A built-in master database with ready design features and measures based on historic experiments



Learn at Scale

Many micro-experiments guided by AI-based techniques (Multi Armed Bandit and Reinforcement Learning) are provided.



Integrated Workflow

Workflows to integrate with other related systems in near-real time



Configurable Interface

It comes partially configured and partially configurable to quickly adapt to local experimentation needs.



Adjacent Learning

Engineered to decompose the campaign into features and learn winning ideas from campaigns



360 view

Evaluates experiments through the funnel with both direct and indirect measures for a holistic view.

Business Impact



200+

experiments on Store, Digital, and Store promotions across Retailers



500+

Users across 25+ campaign types



40+

Omnichannel Data Sources Integrated across 1st & 3rd party

TREDENCE