

# Plan

## Your Testing Roadmap for Maximum Impact

### Customer Experience/Testing Roadmap Quick Start

To ensure your sites and apps are delivering the best customer experience (CX) possible, you should be continually A/B testing and optimizing. Yet, while it's easy to understand the importance of testing, it's a challenge to identify and prioritize what digital properties to test, what tests to run, and when to run those tests. Ultimately, the foundation of your CX efforts must be a testing strategy.

That's where Blast can help, working with your team to develop a robust testing strategy and roadmap. Through a data- and research-driven approach, we'll solidify your testing program with a set of recommendations and a 12-month roadmap that provides structure and clarity to this vital aspect of your business.

#### Benefits



Drive CX impact with test recommendations based on deep data and research



Inform the entire business what's being tested and when (12-month testing roadmap)



Communicate to all stakeholders how your testing program is set up to succeed



Run a methodical testing program based on strategy



Demonstrate the impact testing has on your organization through a clear framework



Start Your Customer Experience/Testing Roadmap Journey With Us

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## Scope

- **Kickoff Meeting** – Understand business key performance indicators (KPIs) and testing goals; introduce testing program and process
- **Quantitative and Qualitative Analysis** – Develop a set of test recommendations
- **Site Traffic and Conversion Review** – Understand how frequently tests can run and what parts of the year are best for different types of tests, to ensure high conversion volumes
- **Development of Testing Roadmap Document**

## Deliverables

- **Set of Data-Driven Test Recommendations**
- **Testing Roadmap**
- **Quarterly Action Plan**
- **Test Plan and Report Templates**

## Common Supported Tools

- Google Analytics
- Adobe Analytics
- Mixpanel
- Optimizely
- Google Optimize 360
- Adobe Target

*The team from Blast is data-driven and believes in proving their insights through experimentation. The team gave us an outsider view on our website and helped make small changes that had a big revenue impact.*

**Mustafa Hassan**, Marketing Analytics Manager



## Top Companies Hire Us



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