

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



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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



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