

Marketing Experiments

Marketing

Running a valid experiment, and the mistakes that void one.

Requirements and common faults.

Requirements

Random assignment to variants

One change tested at a time

Sample size fixed before starting

A pre-declared primary metric

A full business cycle of exposure

Faults that void it

Stopping as soon as it looks significant

Testing many metrics, reporting the winner

Changing the variant mid-test

Contamination between the groups

Peeking and stopping early is the commonest fault. It inflates false positives far above the nominal 5%.