

CX Circle

by  Contentsquare

**How leading companies
boost product and
marketing-led growth
with experimentation.**

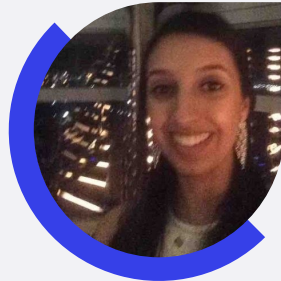
A panel discussion sponsored by



Panel Introduction Slide



James McCormick
Independent
Industry Advisor



Nikki Johal
Digital Optimisation
Manager



Alexandre Suon
Head of
Experimentation



Sara Berrada
CRO Specialist



If you were stranded on a desert island, which possession would you take above all else?

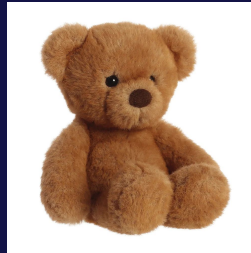
Water bottle



Knife



Teddy Bear



Matchbox



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#Apollo11

The world has changed

Then

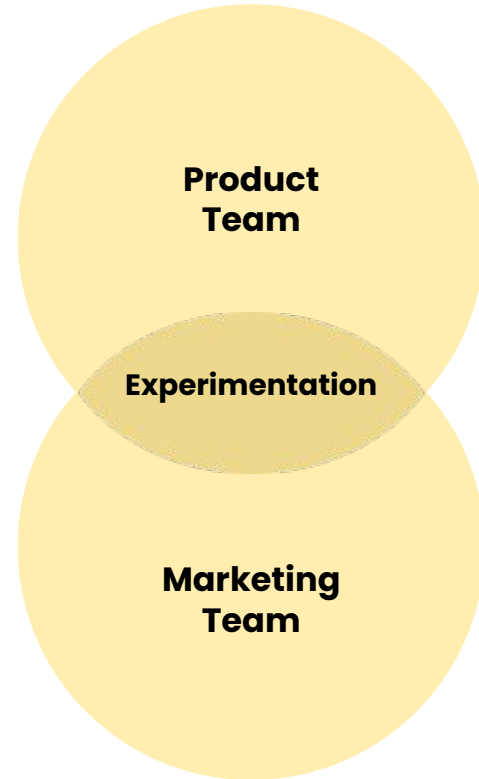


**Marketing
Team**

**Product
Team**

The world has changed

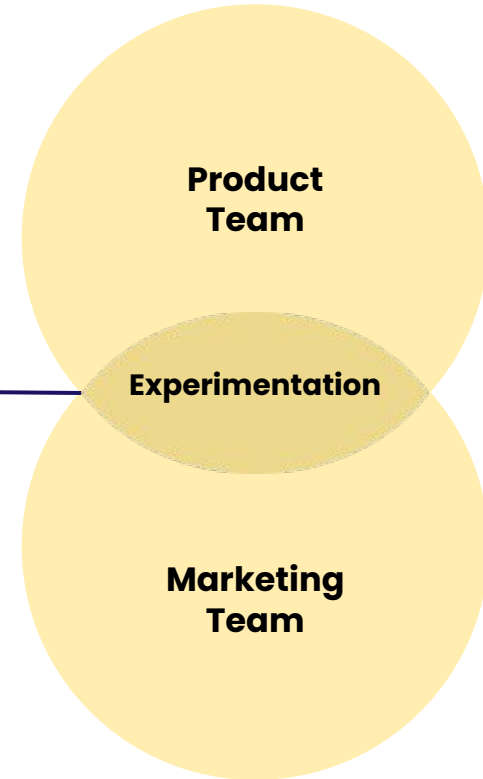
Now






The world has changed

Now

Growth



Which one of the following questions would you like answered:

-  What is the state of experimentation practice in 2023? How is it doing?
-  How are marketing and product teams organising around experimentation?
-  What is the impact on experimentation on business?



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Results

Experimentation impacts Growth – No really it does!!



270%

Investing in feature experimentation results in a 270% increased likelihood of growing significantly



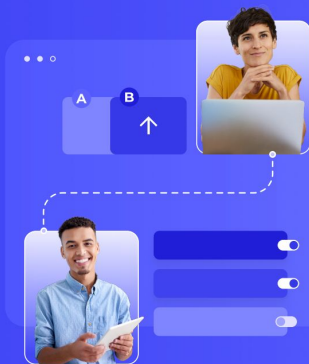
350%

Investing in web experimentation results in a 350% increased likelihood of growing significantly



2023: Experimentation and Growth Survey

How product and marketing teams collaborate on experimentation to drive growth



Download the full Research



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Which one of the following questions would you like answered:

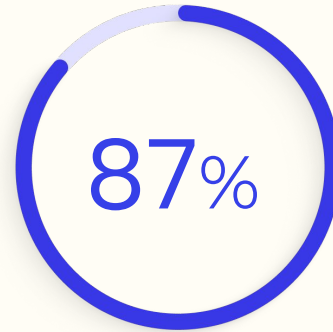
- 🤔 What stops us succeeding at experimentation?
- 🏆 What does a successful tech stack look like?



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Results

Experimentation
alignment is
non-negotiable



Percentage of respondents who reported cross-team alignment on experimentation metrics as critical to organizational success



Your best **KILLER** Insight

Top teams use
web AND feature
experimentation

70%

Of organisations with a fully integrated,
single experimentation platform used
**cross-functionally are more likely to
grow in the year ahead.**

Q&A



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Thank you