

GO>GROUP DIGITAL.

2019 Briefing Report

FAST vs. SLOW

How digital experimentation is driving growth worldwide



In collaboration with:

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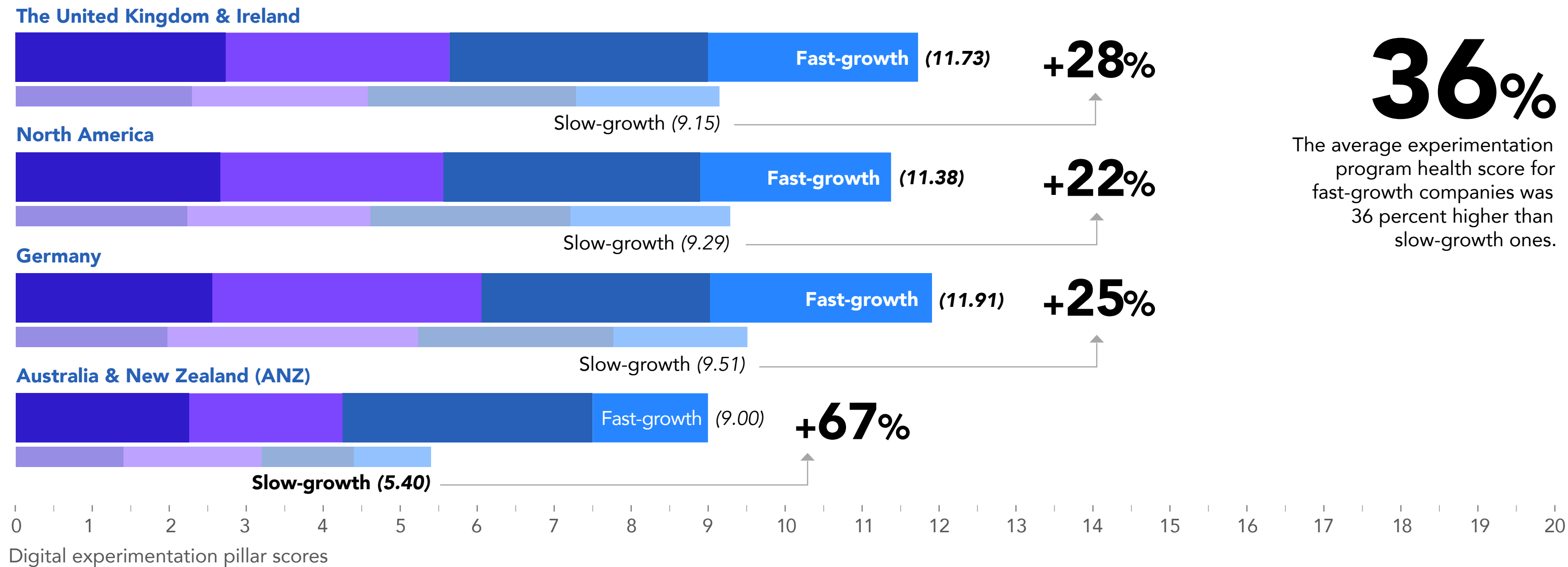
new
Republique

 widerfunnel.

THE ONE THING YOU NEED TO KNOW

Fast-growth companies show a stronger culture of digital experimentation than slow ones.

Global benchmarks to measure success

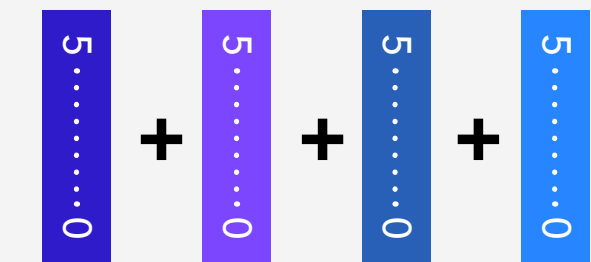


Digital experimentation pillar scores (0-20)

- Business goal (0-5)
- Customer-centricity (0-5)
- Culture of trust (0-5)
- Executive buy-in (0-5)

How the health score was calculated

Each pillar had a series of corresponding questions. Responses were scaled from 0 to 5, and the aggregate score of all responses created the pillar score. The health score is the sum of all four pillar scores.



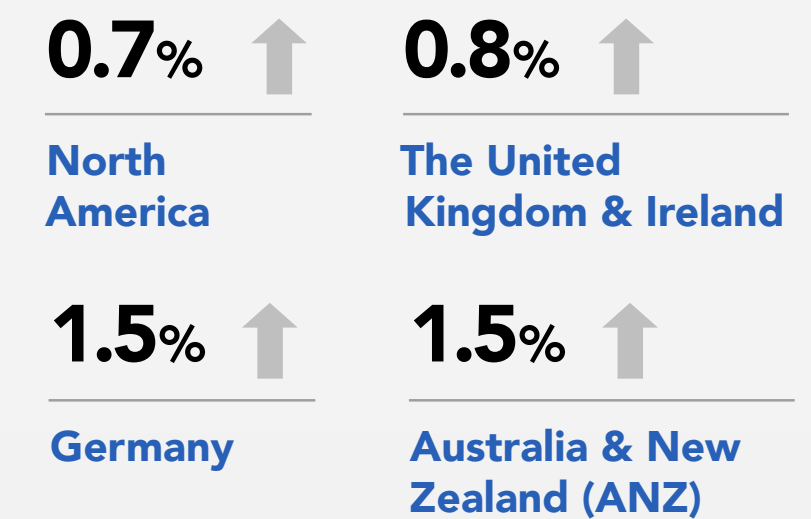
36%

The average experimentation program health score for fast-growth companies was 36 percent higher than slow-growth ones.

Health pays

Every point increase in the experimentation program's health score corresponds to business revenue.

The potential YOY revenue growth for a company if they increase experimentation health by one point:

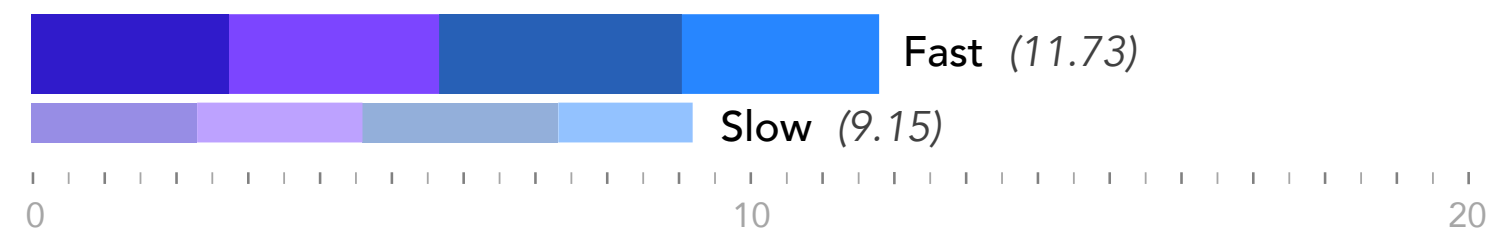


THE ONE THING YOU NEED TO KNOW

Experimentation programs in each market have unique strengths and weaknesses.

The United Kingdom & Ireland

Fast-growth companies in the U.K. and Ireland showed relatively strong performance in all four pillars, especially, culture of trust and business goal. The disparity between slow and fast-growth companies is notable, however. The lowest-scoring company was 4x below than the fastest. For a market as mature as the U.K and Ireland, there is significant room for slow-growth companies to improve.



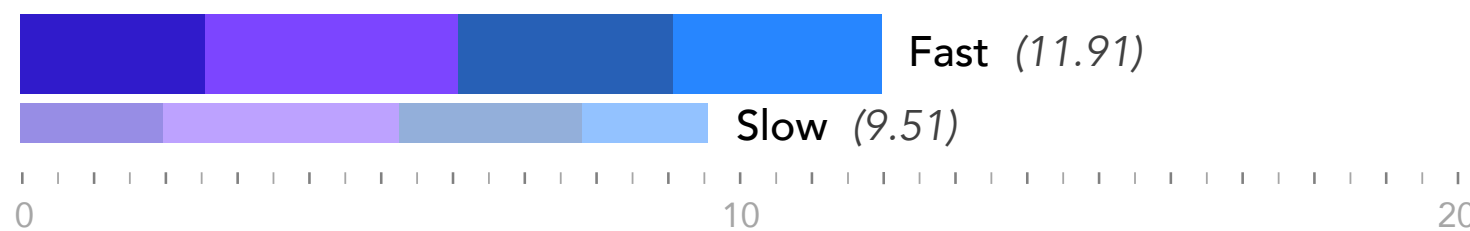
Australia & New Zealand (ANZ)

While a strong culture of trust powers growth for fast-growth companies in Australia, the healthiest of the fast-growth companies were still behind the slow-growth companies in all other countries surveyed. The gap between fast and slow-growth companies was also the largest in Australia. As a relatively immature market, in terms of experimentation, the opportunity to achieve rapid business growth by building a healthier program is high.



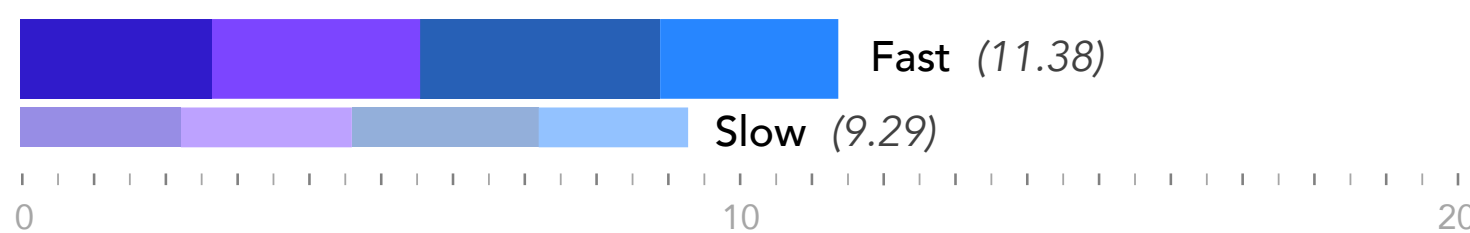
Germany

Overall, Germany displayed strong levels of executive buy-in and customer prioritization. The gap between fast and slow-growth companies was the smallest in Germany, indicative of a mature market, where precision and execution matter. For growth in Germany, executives could build a stronger culture of trust and revisit program alignment to business goals.



North America

In North America, the level of executive buy-in for experimentation is high, boosting the region's experimentation health score. North American programs scored relatively low when it came to relying on multiple customer data streams. There may be an over-reliance on website traffic to set the experimentation agenda. Overall, fast-growth companies in North America displayed 22 percent higher scores in all pillars compared to slow-growth ones.



Digital experimentation pillar scores (0-20)

- Business goal (0-5)
- Customer-centricity (0-5)
- Culture of trust (0-5)
- Executive buy-in (0-5)



Compare your experimentation program's health score to the international benchmarks in this briefing report.

Accelerate business growth and innovation by learning where your program can improve across multiple markets.

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GO>GROUP DIGITAL®

GO Group Digital is the world's leading digital experimentation consultancy.

The Group uses applied behavioral science, data analytics, and multivariate testing to rapidly accelerate business growth and digital transformation for international companies. Founded by the world's two leading conversion rate optimization companies, konversionsKRAFT and WiderFunnel, GO Group Digital has partner-offices worldwide and maintains the world's largest database of customer-validated insights. Contact the Group to learn how its experience and international setup can build or revitalize your digital experimentation program.



Get in touch.

Learn how to...

- Build a culture of trust
- Align programs to business goals
- Leverage behavioral science to maximize customer-centricity
- Rollout a global experimentation program
- Compare your program to the international benchmarks in this briefing report

Contact GO for a free assessment on the health of your experimentation program compared to each of the markets surveyed in the 2019 report. Accelerate business growth by learning where you can improve across multiple markets.

Email accelerate@gogroupdigital.com

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