TAPLYTICS

6 Reasons To Choose Taplytics

HOW TO MAKE STRATEGIC, DATA-DRIVEN PRODUCT DECISIONS USING TAPLYTICS

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About This Guide

Taplytics is a customer experience automation platform that enables companies to deliver exceptional multi-channel experiences to end users. Taplytics' industry-leading experimentation platform allows product leaders to A/B test changes to product experiences and feature flag new updates through controlled incremental launches to select groups of users. The test results are quantified within the platform, empowering your entire product team to make data-driven decisions with product roadmap strategies that will ultimately drive greater conversion revenue.

"Experimentation is a means of gathering information to compare an idea against reality."
— **Colin McFarland, Author of "Experiment!"**

Build A Culture Of Experimentation

Effective experimentation requires commitment. It requires buy-in from your organization in order to implement testing programs and solutions. Culture, as a practice, is defined as the set of shared attitudes, values, and goals of an organization. Similar to how you would build a societal culture within your company, a culture of experimentation requires a collective agreement to implement and uphold.

An experimentation culture will help scale organizational growth. Through a series of controlled experiments, your entire organization can gain greater insight into your customers and their behavior. You can use those insights to make improvements to your product or your web experiences that should, based on the data, generate a higher volume of engagement and responses from your target audience. Making those adjustments will be far easier and more streamlined as a result of a shared culture. All stakeholders in the organization can review the results and agree on necessary shifts in strategy.

Practically speaking, a culture of experimentation has 4 key components:

1 CREATE A PLAN

Like with most things in life, it all begins with a strategy. You need to set the direction of:

- Where you want your product to go
- How you will get there
- Timelines for when you can hit those benchmarks

While you want to map out the big picture, run your experiments by testing smaller variables. For example, testing new messaging or positioning of buttons on a product page are great variables to measure customer engagement.

Use the results to validate your hypothesis. If your tests yield bumps in engagement, you can move to the next phase of the process. If engagement rates go down, roll those releases back and develop a new hypothesis.

2 CREATE A PRIORITIZED LIST OF IDEAS

As you develop more ideas to experiment, your volume of tests will continue to increase. Rather than let those ideas run rampant, consolidate them all to help better organize your team.

Use an experimentation backlog to keep your ideas organized and accessible. Once you have the ideas consolidated, assign an experimentation scoring model to sort each of those hypotheses. This will help you determine the most important ideas to test in a sprint by sprint framework to help manage your team's resources and streamline execution.

3 COLLABORATE WITH OTHER TEAMS

Experimenting with your product experiences shouldn't be solely managed by your own product team. You should collaborate with stakeholders on other teams to ensure there's organizational alignment on what's being tested, what are the expected results, and how those results will ultimately impact the customer experience.

Aligning all teams towards a common goal creates stronger, customer-focused strategies. Everyone in the organization can review the experimental results and make strategic decisions with customer experiences that are grounded in factual data.

Product teams operate in ways that are distinct to engineering, marketing, and sales teams. Creating a culture that aligns all departments around data-driven insights breaks down the silos between the various departments. This helps streamline the development process, accelerates more experiments and, ultimately, provides a better working environment for employees.

4 GET EXECUTIVE BUY-IN FROM LEADERSHIP

You've created an experimentation roadmap. You've assigned scoring to help prioritize the list of recommendations in your backlog. You've shared your vision with other teams and encouraged their feedback to help guide the experimentation process. Now, you need buy-in from the top.

When making the business case to establish your experimentation culture, keep in mind what's important to this particular audience. You want to frame your plans around business KPIs, like:

- **Revenue** — how will your experiments improve product-driven revenue?
- **Costs** — what are the costs (financial and human capital) associated with your plans?
- **Risks** — are there any risks that could impact the customer experience?

If you can frame your plans around answering those three critical questions, you have much greater likelihood of achieving leadership buy-in. And if you use a platform like Taplytics, you can acquire clear insight into what experiments work and what experiments don't to help formulate product - and marketing - success.

Balance Personalization With Privacy

"Privacy is not something that I'm merely entitled to, it's an absolute prerequisite."
— **Marlon Brando, Actor**

When it comes to consumer privacy, respecting those boundaries with your consumers is, not only a moral responsibility, but also a legal one. As a result of GDPR, CCPA, and other privacy protection laws, companies are required to handle personal consumer data with the utmost caution. Otherwise, you can risk exposing yourself to fines, lawsuits and, potentially, prosecution.

If you're running experiments within your product, across your website, or on your apps, you're going to handle a lot of personal customer data. How do you ensure you respect their rights, comply with the privacy laws, and also achieve your critical business objectives?

This is an example of how a platform like Taplytics can help product managers appropriately conduct experiments. Using Taplytics, you have access to single-tenant cloud installs and on-prem solutions to help safely manage consumer data.

Breaking it down to brass tax, you can run your experiments and analyze the customer response without ever extracting any personal data from the platform. Imagine if you could run A/B tests within your product and **never have to download a CSV file again**. How much space would that open up on your computer?

Seamlessly Run Experiments Across Multiple Channels

Many new technological iterations introduce new platforms and new channels to the masses. Consumers are plugged into technology in more ways than ever before.

While this does open the door for additional opportunities to connect and engage people to your brand; conversely, it means people have more channels than ever to engage with your brand. It's a two-sided coin. As a product manager, you're glad to have people coming to your experience, but you also need to provide a compelling experience on each of those channels.

Suppose your platform provides entertaining video content for people to view. This means you likely have people streaming content across:

Web Experiences

Mobile Devices

OTT Devices

Any Connected Device
i.e. PS4, XBox, Kiosk, etc.

To ensure you build your base of repeat customers, you need to ensure the user experience is consistent across each and every one of those channels. That's why it's so important to have an experimentation culture within your company and the right platform to execute on those ideas.

Taplytics is uniquely positioned to help you build optimal customer experiences across web, mobile, and OTT channels while being fully respective of consumer rights to privacy. Using our platform, you can run experiments and continuously improve customer experiences across multiple channels without having to export or risk exposing a single piece of consumer data.

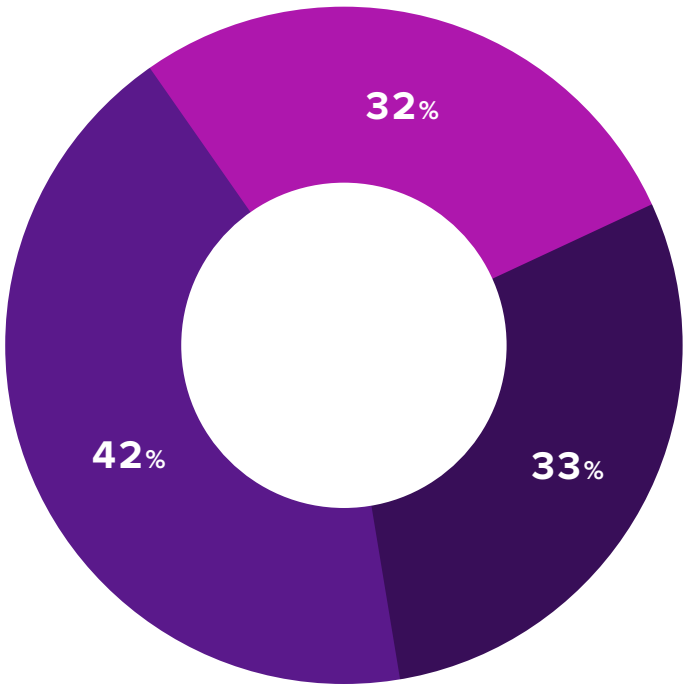
Why Improve Customer Experience

The top three reasons why businesses proactively manage and invest in customer experience are to:

- **32%** Improve Customer Satisfaction
- **33%** Improve Customer Retention
- **42%** Improve Cross-Selling & Up-Selling

Addressing each of these reasons can positively impact bottom line revenue.

Source: superoffice.com



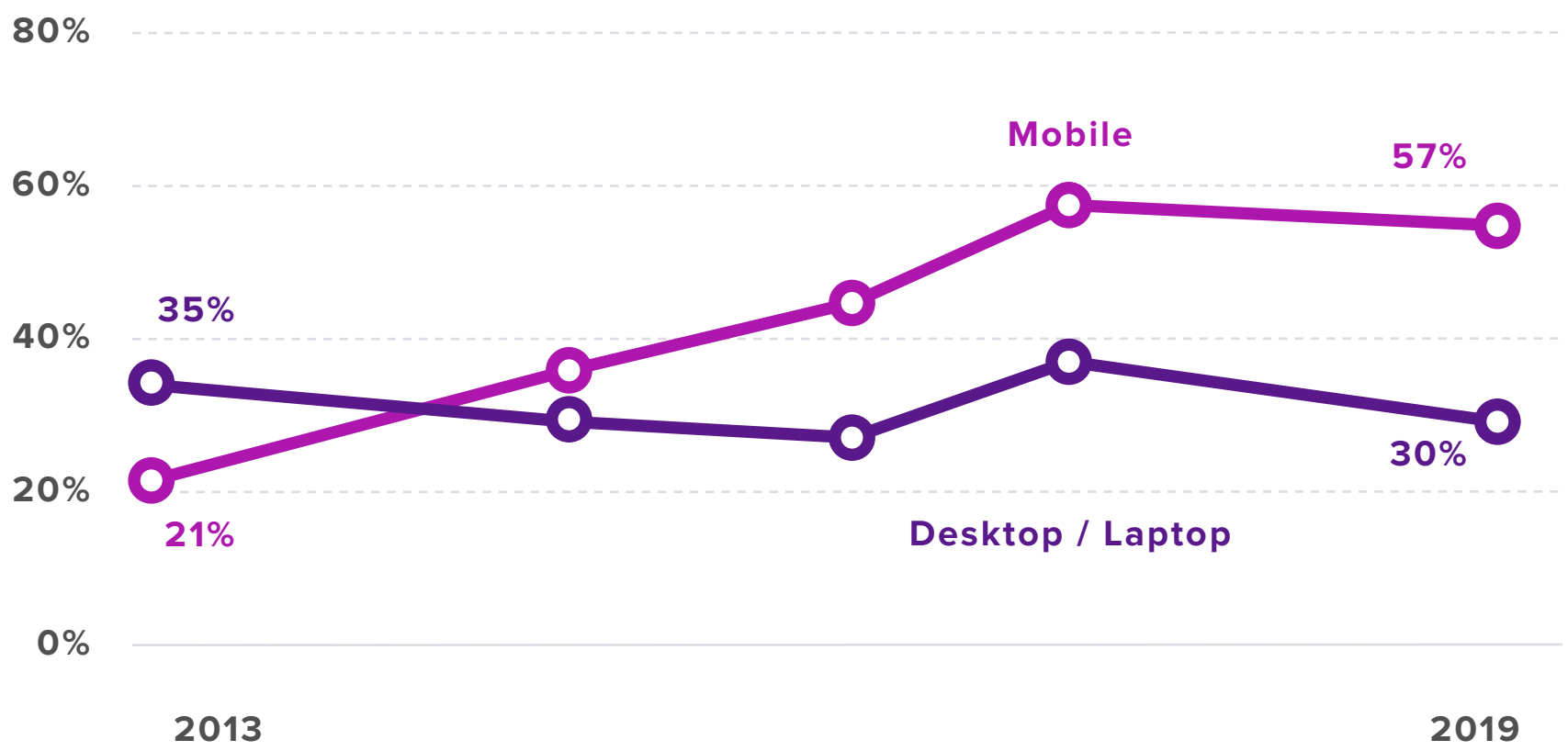
If you want to scale your experimentation efforts and build experiences that keep your customers coming back for more, there's no better way to gain the insights required to build those experiences than by using Taplytics to test out your hypotheses.

Build Truly Exceptional Mobile Customer Experiences

Taplytics is an exceptionally effective platform to acquire behavioral insights that can help build mobile customer experiences that resonate. If mobile is critical to your business - and these days, when is mobile not important - a customer experience platform like Taplytics can help you develop those instances.

About six-in-ten Americans often get news on a mobile device

% of U.S. adults who often get news from...



Source: PEW Research Center - Survey conducted between July 8-21, 2019

Mobile engagement rates are among the highest across all possible devices. According to the Pew Research Center, six out of ten adults will use their mobile device to search for and receive informational updates.

Suppose your company has an app and that mobile experience is your roadmap to transform how customers engage with your company. You've launched the app and generated a healthy amount of customer engagement. However, in-app revenue is not as strong as forecast. Now, you could assume that the entire app experience is flawed, OR, you could experiment with a number of variables to calculate what is holding back product-driven revenue.

These experiments could include elements such as:

- **In-App Navigation** — are there clear mapped-out paths to the points of conversion?
- **Feature Flagging** — will new in-app features increase traffic to conversion paths?
- **Messaging** — could different product messaging inspire more calls to action?
- **Visuals & Colors** — do users spend more time in-app when presented with particular colors?

Any and all of these suggestions, along with many others, can become variables to test in order to improve the in-app customer experience.

Run your experiments and align your stakeholders on the results

The key to any successful experiment, and an experimentation culture as a whole is organizational alignment. If the overall goal of an in-app experience is to generate more customer revenue, you need all company stakeholders to agree on how best to achieve that goal. That type of alignment is especially important between product and marketing leaders who manage the product and drive customer engagement, respectively.

You need a platform that allows you to run those experiments, analyze the results, and transparently share that data with the entire team. That's why you need a solution like Taplytics.

1 A/B Testing

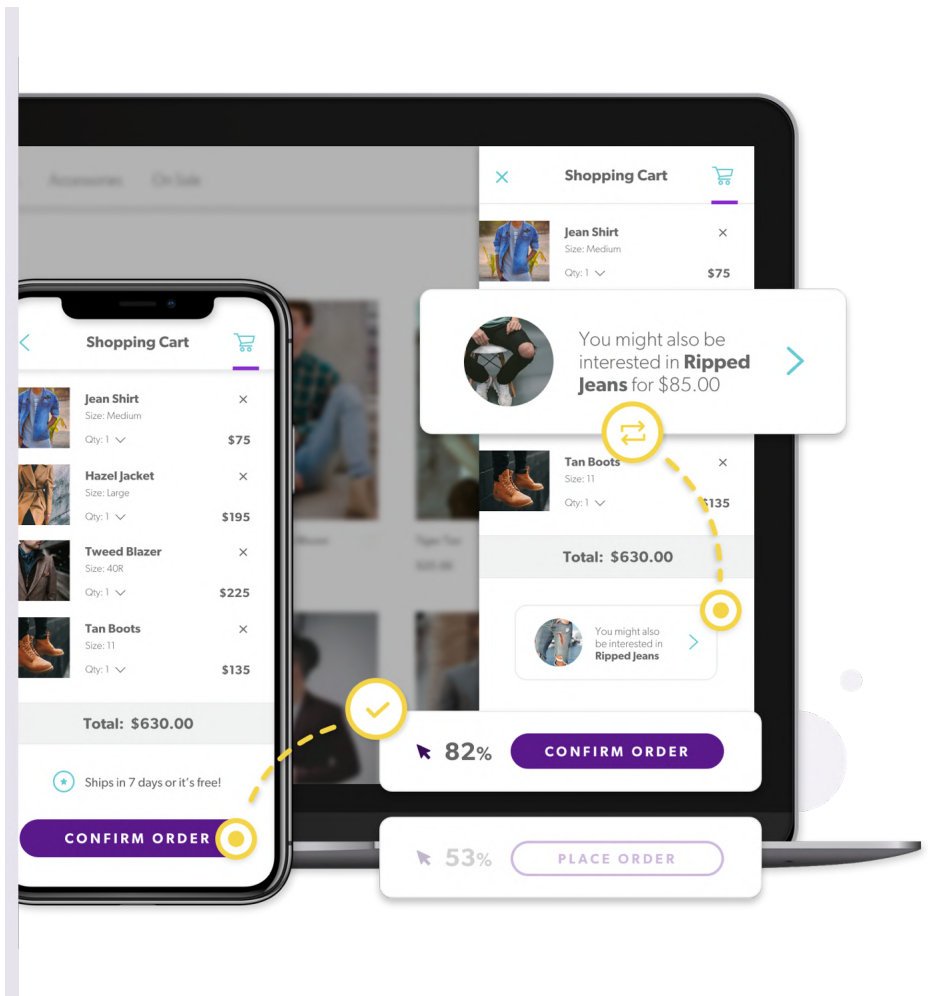
Experiment, validate, and optimize your digital properties—including mobile, web, product, and OTT—using powerful server-side and client-side experimentation.

2 Feature Flags

Remove risk from your feature release process. Take complete control of your releases by launching without app-store approvals, rolling out new features to subsets of users, or rolling back new releases instantly.

3 Powerful Messaging & Automation

Keep customers engaged with personalized email and push notifications that are triggered by in-app behavior, and user-attributes.



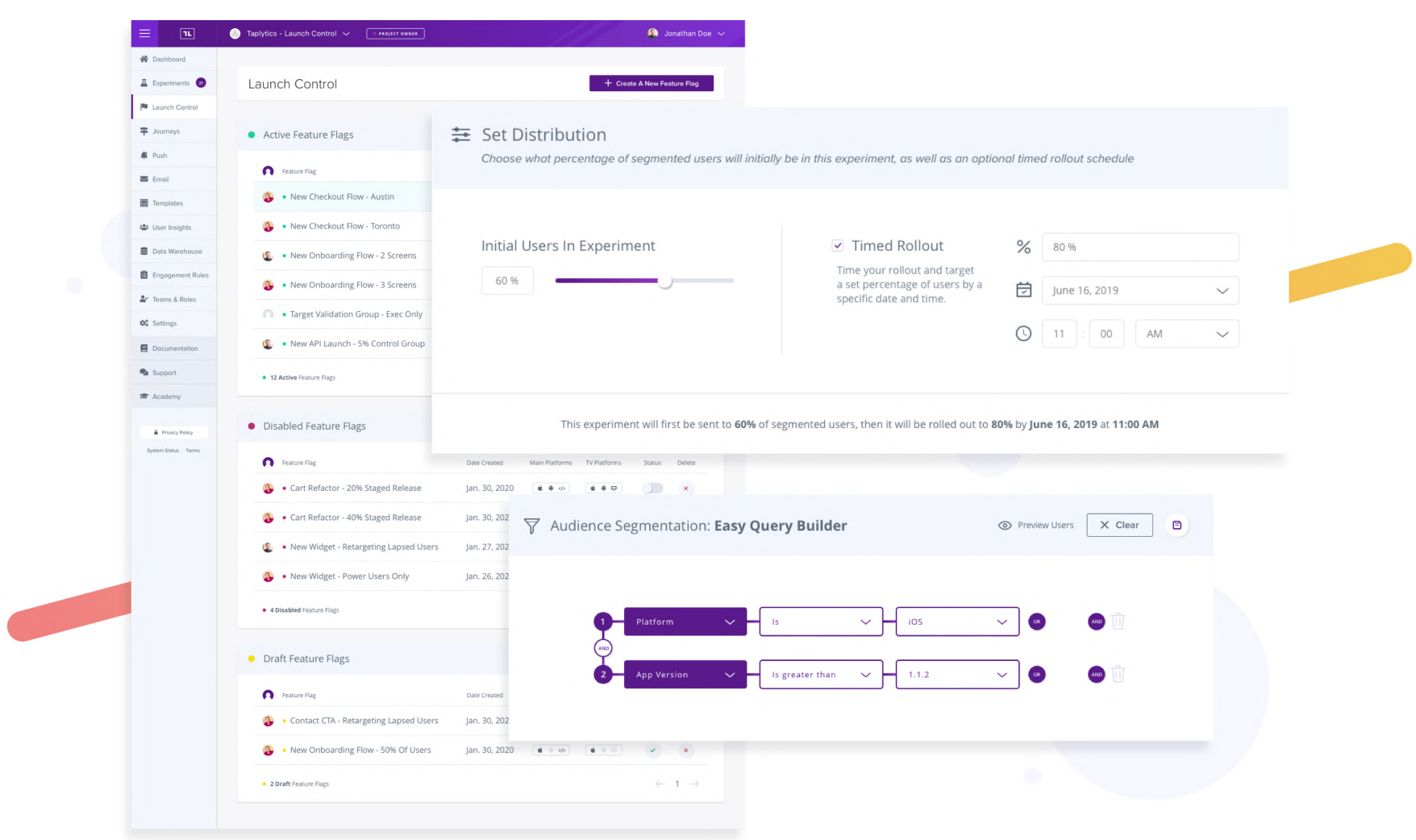
It's through a combination of these tactics, employable through our platform, that you can develop a keen understanding of how users interact with your in-app experiences. You can make quick changes and analyze the direct impact on traffic flow, click through rates, conversion rates, and product-driven revenue to measure the effects.

What makes Taplytics even more compelling is that the experimentation results can be viewed by product managers, marketing managers, and any other stakeholders in your organization. This ensures full transparency and company alignment on the experiments that yielded positive results vs. the ones that yielded negative results. As a result, you can easily make quick, strategic decisions on how best to move forward and scale product revenue growth.

Own New Releases With Proven Feature Flagging

One of the most important elements of any product roadmap is to ensure that new features do not disrupt the established customer experience. If your insights show people are generally satisfied with in-product navigation and checkout points, all new features should further enhance that level of satisfaction rather than detract from it.

Using Taplytics, you can experiment with new features as they transition from development phase to deployment phase. Here's a quick overview of how to use feature flagging effectively.



1 TARGET SPECIFIC USERS

Feature flagging allows you to select a targeted group of your users. For example, you could select 5% of your user base and run an A/B test on their responses to these new features. You can make this selection using a number of variables including:

- Demographics like age, gender, and geographic location
- User behavior such as the amount of time or number of views in your current instance

- Purchase history and the amount of items or the amount spent per transaction
- Other variables that you can use to customize your selection

2 ROLL OUT OR ROLL BACK YOUR FEATURES

Once you run the experiment, analyze the results. If you see a positive correlation or no net impact on the user experience, you can easily use Taplytics to expand the amount of people with access to those features up to 10%. Run a similar test and use those results to decide how to expand the rollout.

On the other hand, if you yield negative results, you need to determine why that was the case. Look at the results, specifically any insights around time in-app/on-site, pages per session, and click through rates to the point of conversion. If those metrics all report lesser numbers than what was tracking prior to the feature release, you can conclude that customers did not appreciate the new addition to the experience. If that's the conclusion, roll it back.

3 AUTOMATED TIMED ROLLOUT OF FEATURES

Taplytics also allows you to select specific periods of time to introduce ready-to-deploy features. If you make these releases automated, it eliminates many of the technical and logistical hurdles involved with new product releases. You can just set the timer and have confidence that the new features will be introduced to your selected audience.

Validate & Scale Your Product Roadmap

"Building a great product is a creative, chaotic process which you won't get right every time, so you have to also be learning from success and failure." — **Gibson Biddle, Former VP Product, Netflix**

Embrace experimentation best practices

Increasing customer revenue that's tied to your product experience is one of the principal goals of most product managers. Building an experience for customers that has a direct positive impact on the state of the business empowers teams to have confidence in what they build. It also improves personal satisfaction for each member of the team in knowing that what they built had an effect on people's livelihoods.

Companies that welcome experimentation as a culture allow invite those learnings and results into their strategic product roadmap plans. Experimental data provides clear and crisp insight into the consumer mindset, and how those same consumers currently judge the value of the product you have available. Use that data to influence the future vision of your product.

Democratize data for all to see

Remember that organizational alignment is the key to scaling the growth of your business. This extends to the roadmap for the future version of your product.

A platform like Taplytics provides clear and concise insight into how your experiments were received by the viewing audience. Allow all key stakeholders to review the data, agree on what worked vs. what didn't, and acquire consent for the next stage of your product development.

Manage your own team's resources

Data transparency will also help you, as a product manager, better manage the people and resources on your team. Once all stakeholders agree on the next logical step for your product development, you can align with your own team on how best to bring that vision to life.

Teams with limited development resources will be able to prioritize the most important aspects of the product development without overextending their capabilities.

Proper resource management will empower teammates to focus on their own contributions in service of the larger product vision. Guidance and a clear path on how to bring your product to its next phase will boost employee morale, productivity, and overall satisfaction over their accomplishments.