Strategic Test Element Selection

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Prioritize advertising test ideas by potential impact, risk and available resources.

What this guide covers

- List possible test elements and business objectives.
- Compare impact and resource requirements.
- Build a risk assessment and test schedule.

Who this is for

For marketers managing a queue of experiment ideas.

Putting the ideas to use

Score a shortlist of tests before assigning time and budget.

Book details

Format: Guide. Pages: 18. Words: 1045.

Download availability: After payment, download the complete ZIP package or the included PDF separately.