Testing Data Analysis Framework

November 11, 2026
A framework for turning advertising test data into useful business decisions.

What this guide covers

- Organize test results and look for patterns.
- Consider potential revenue and cost impact.
- Use findings to select follow-up actions.

Who this is for

For marketers reviewing the results of advertising experiments.

Putting the ideas to use

Apply the framework to one completed test and document the next decision.

Book details

Format: Guide. Pages: 18. Words: 944.

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