CURRENCY EXPERIMENT DESIGN



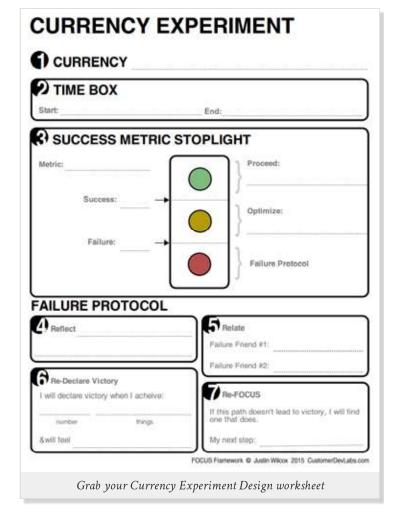
In this exercise, you'll learn how to design your currency experiments, so you can convert your hypotheses into real data.

Problems it Solves

- 1. What currency should you measure? You've got multiple steps in your Currency Ladder, so which one should you start testing?
- 2. How do you define your Success Metric for currency experiments?
- 3. What happens if your experiment fails?

Recall Your Offer Experiments

This exercise is going to look very similar to designing your Offer Experiment. You'll replace some fields, but the guidelines remain the same.



Design Your Experiment