

Experimentation Culture Awards 2024

Here's the lowdown of the
movers & shakers!





Four trends to watch out for...

Ton Wesseling

Experimentation is moving from

- Market **to product**
- Centralised **to decentralised**
- Client-side **to server-side**
- Testing **to results**



It's not about **just** one experiment

It's about improving

- Process
- Structure
- Trustworthiness
- Democratisation
- Motivation
- Data-driven decision making





Rising Star Award 2024

For teams that grew from zero to hero by scaling experimentation quickly

Nominees

- Apoteket (SE)
- International University of Applied Science (GER)
- NS (NL)
- Serko (NZ)
- Telenet (BE)





And the winner?

NS

CRO Center Of Excellence

- From almost nothing to experimentation by 9 product teams on web and app
- Moving from centralised to decentralised
- Removing lack of time & knowledge as a reason not to test by training existing team members across the organisation



Nominee Notes

Apoteket

Cultivating confidence towards the journey to experimentation success

IU

Empowering growth within the experimentation journey at IU

Serko

From zero to hero, experimentation culture now at the heart of the growth journey

Telenet

Unleashing the powerful beast of experimentation





Team Award 2024

For teams that grew from a few to many with a solid set up

Nominees

- A1 Telekom (AT)
- Comcast Cable (US)
- Enchanting Travels (US)
- Pon Automotive (NL)
- TomTom GO (NL)

Honourable mentions

- Butlins (UK) – for nurturing a test and learn culture
- Intuit Quickbooks – for their experimentation process evolution





And the winner?

A1 Telekom

Experimentation Team

- From obligation to empowerment: the birth of experimentation culture
- Using strategic testing across the company
- Mindset makeovers and data empowerment
- Knowledge exchange and creating a culture of engagement and motivation for experimentation



Nominee Notes

Comcast Cable

Digital experience & platforms: Driving evidence-based decision making one test at a time.

Enchanting Travels

From zero to data dynamo: the journey to precision testing and streamlined processes

Pon Automotive

The Digital marketing automation team's Super Tuesday.

TomTom Go

The D2C team's Battle of Transformation: From Web to App Testing.





Organisation Award 2024

For established teams that grew experimentation throughout an organisation

Nominees

- ANWB (NL)
- CarWow (UK)
- Nerdwallet (US)
- Oda (NO)
- Sunweb Group (NL)

Honourable mentions

- Boat Group (US) – for teams not testing in isolation
- Natwest Retail (UK) – for reframing & evolving experimentation





And the winner?

Oda

- For cultivating an experimentation culture to full bloom
- Focusing on quality of experimentation
- Removing barriers and increasing understanding of outcomes
- Enhancing team autonomy for testing
- Incorporating experimentation into business strategy



Nominee Notes

ANWB

Solving scaling issues with their integrated server-side experimentation platform.

CarWow

Experimentation culture transformation and cutting test alignment meetings in half.

Nerdwallet

Enabling true democratization: any employee can launch an experiment.

Sunweb Group

Propelling experimentation efforts within the organization: from processes, output to outcomes.





Community Award 2024

For an individual, team or organisation who helps the experimentation community move forward

- As voted for by the community!
- Voting starts 29th May
- Winner announced June 27th





Other exciting things to watch out for...

The Experimentation Culture Podcast:

- Launches September 2024!

The Conference Known As Conversion Hotel:

- 22/23/24 November 2024
- Texel, NL

Experimentation Island:

The Conference Known As Conversion Hotel, but in America!

- 26/27/28 February 2025
- St Simons Island, GA, US



Read All The Case Studies!



<https://experimentationcultureawards.com/#nominees2024>



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