

EXPERIMENT BRIEF

Internal DRI	[Name]
Due Date	[Date]
Approval needed from	[Name/role]

Overview

Experiment name	[Name]
What are we testing?	[One sentence. If it takes more than one sentence, the variable isn't defined clearly enough.]
Why are we testing this?	[What signal, data point, or observation is this based on?]
Hypothesis	[If we change X for audience Y, we expect to see Z, because...]

The Variable

One variable per experiment. If you're changing more than one thing, you won't know what caused the result.

Single variable being tested	[Subject line / CTA / audience segment / offer / creative / landing page element]
Control	[What stays the same]
Variant	[What changes]
Anything else changing during this test?	[] Yes [] No. If yes: [Detail]

Success Metrics

Primary metric	[The one number that determines win or loss]
Minimum threshold to call a winner	[Specific number or percentage, not "improvement"]
Secondary metrics to watch	[Add context but don't determine outcome]

What a failed test tells us	[What you'll do with a null or negative result]
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Audience and Scale

Who is this running against?	[Segment description]
Total audience size	[Number]
Split	[Example: 50/50 or 80/20 control/variant]
Minimum sample size for valid results	[Number. Flag before launch if unknown.]

Timeline

Start date	[Date]
End date	[Date. Tests without end dates run indefinitely.]
Minimum run time	[Days. Most B2B tests need at least 14.]
Signal check date	[Early read, not an early decision]
Decision date	[When results get reviewed and a call gets made]

Logistics

Who builds it?	[Name]
Where are results tracked?	[Tool or doc link]
Early stop condition	[Who makes that call and under what condition]

Deliverables

What specific assets are required?	[List]
Creative need specifics	[Detail]

Before Launch

If any row is not ready, the experiment cannot launch

	Ready? (Yes/no)
Single variable defined	
Success metric has a specific threshold	
Audience size supports valid results	
End date set	
Approval confirmed	

After the Test

Fill this out within one week of the end date. Every completed experiment is a brief for the next one.

What happened?	[Result against primary metric]
What surprised us?	[Anything the data showed that you didn't expect]
What does this change?	[Specific input this feeds back into Express, Tailor, Amplify, or Evolve]
Follow-up experiment needed?	[f yes, briefly describe]