



Consulting and Training | Reach New Heights

Course Name

Marketing Experiments for Smarter Growth

Sector Name

Sales, Marketing and Customer Service

Document Type

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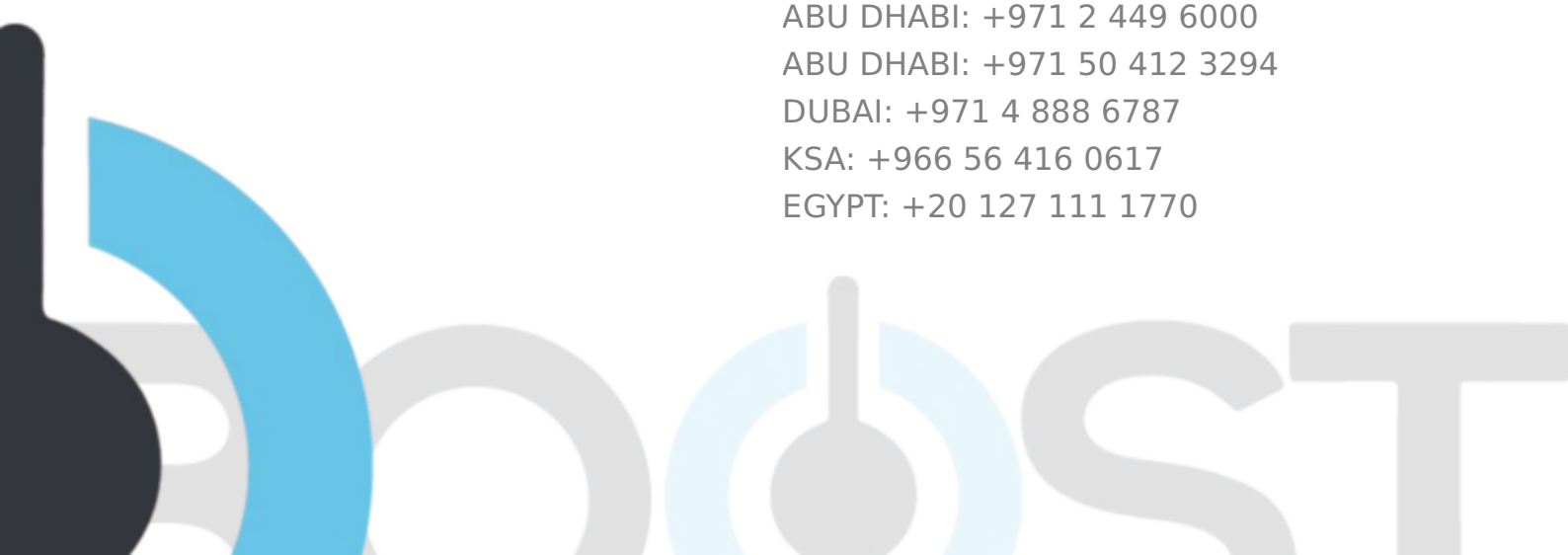
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Marketing Experiments for Smarter Growth

Course Introduction

Marketing decisions are often made around assumptions about what customers will notice, prefer, or respond to. When these assumptions are treated as facts, organizations can invest heavily in campaigns, messages, channels, or offers before knowing whether they will work. A more agile approach is to turn important marketing assumptions into focused experiments that generate evidence before larger commitments are made.

BOOST Consulting & Training presents **Marketing Experiments for Smarter Growth** as a practical program that replaces assumption-driven marketing with structured experimentation.

Participants will learn how to identify what needs testing, formulate meaningful hypotheses, design focused marketing experiments, interpret customer response, and use evidence to improve or scale promising initiatives.

The program emphasizes rapid learning and disciplined decision-making rather than experimentation for its own sake.

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Target Audience

This program is designed for Marketing Professionals, Campaign Specialists, Growth Marketers, and Marketing Managers involved in campaign optimization and growth initiatives.

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Learning Objectives

- ✓ Identify marketing assumptions that should be validated before larger investment.
- ✓ Translate marketing questions into clear and testable hypotheses.
- ✓ Select appropriate variables and audiences for focused experiments.
- ✓ Design practical experiments across offers, messages, channels, and customer actions.
- ✓ Define meaningful measures of success before launching a test.
- ✓ Interpret experiment results without drawing premature conclusions.
- ✓ Turn validated learning into better marketing decisions and scalable growth actions.

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Marketing Experiments for Smarter Growth

Course Outline

✓ DAY 01

Moving from Assumptions to Testable Questions

Finding What Marketing Needs to Learn

- ✓ Identifying assumptions hidden within marketing decisions and campaign plans
- ✓ Distinguishing facts, beliefs, uncertainties, and questions requiring evidence
- ✓ Prioritizing assumptions according to potential impact and decision risk

Building Strong Marketing Hypotheses

- ✓ Turning uncertainties into specific and testable hypotheses
- ✓ Defining the expected customer behavior or market response
- ✓ Establishing what evidence would support, challenge, or invalidate an assumption

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Course Outline

✓ DAY 02

Designing Focused Marketing Experiments

Choosing What and How to Test

- ✓ Selecting variables across audiences, propositions, messages, channels, and offers
- ✓ Isolating the learning objective to avoid overly complex experiments
- ✓ Choosing appropriate comparison and testing approaches

Building a Reliable Experiment

- ✓ Defining target audiences, test conditions, duration, and practical boundaries
- ✓ Selecting meaningful success measures before the experiment begins
- ✓ Identifying bias, contamination, and design weaknesses that can distort results

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Course Outline

✓ DAY 03

Running Experiments and Capturing Market Response

Taking Experiments into the Market

- ✓ Translating experiment designs into controlled marketing actions
- ✓ Maintaining consistency while managing practical execution constraints
- ✓ Monitoring experiments without interfering prematurely with the test

Capturing the Right Evidence

- ✓ Tracking customer behavior and response against the original hypothesis
- ✓ Distinguishing useful evidence from vanity metrics and background noise
- ✓ Documenting unexpected observations that may reveal new opportunities

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Course Outline

✓ DAY 04

Turning Results into Marketing Decisions

Interpreting What the Experiment Reveals

- ✓ Comparing actual outcomes with expected customer response
- ✓ Recognizing inconclusive, misleading, and genuinely useful results
- ✓ Avoiding confirmation bias and overconfidence when interpreting evidence

Deciding What Happens Next

- ✓ Choosing whether to stop, modify, retest, or progress an idea
- ✓ Translating experiment findings into campaign and marketing adjustments
- ✓ Building a Marketing Experiment Learning Record for future decisions

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Course Outline

✓ DAY 05

Building a Repeatable Growth Experiment System

Scaling Validated Marketing Ideas

- ✓ Identifying when experimental evidence is strong enough for broader application
- ✓ Scaling successful ideas while monitoring whether performance remains consistent
- ✓ Recognizing when results cannot be transferred directly to larger audiences

Growth Experiment Challenge

- ✓ Designing and defending an end-to-end experiment for a realistic growth scenario
- ✓ Making investment decisions from changing experiment evidence
- ✓ Developing a practical Growth Experiment Roadmap for workplace application

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Dubai

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