



ActivateSummit

Building Business Case
Iterate Fast with Experimentation



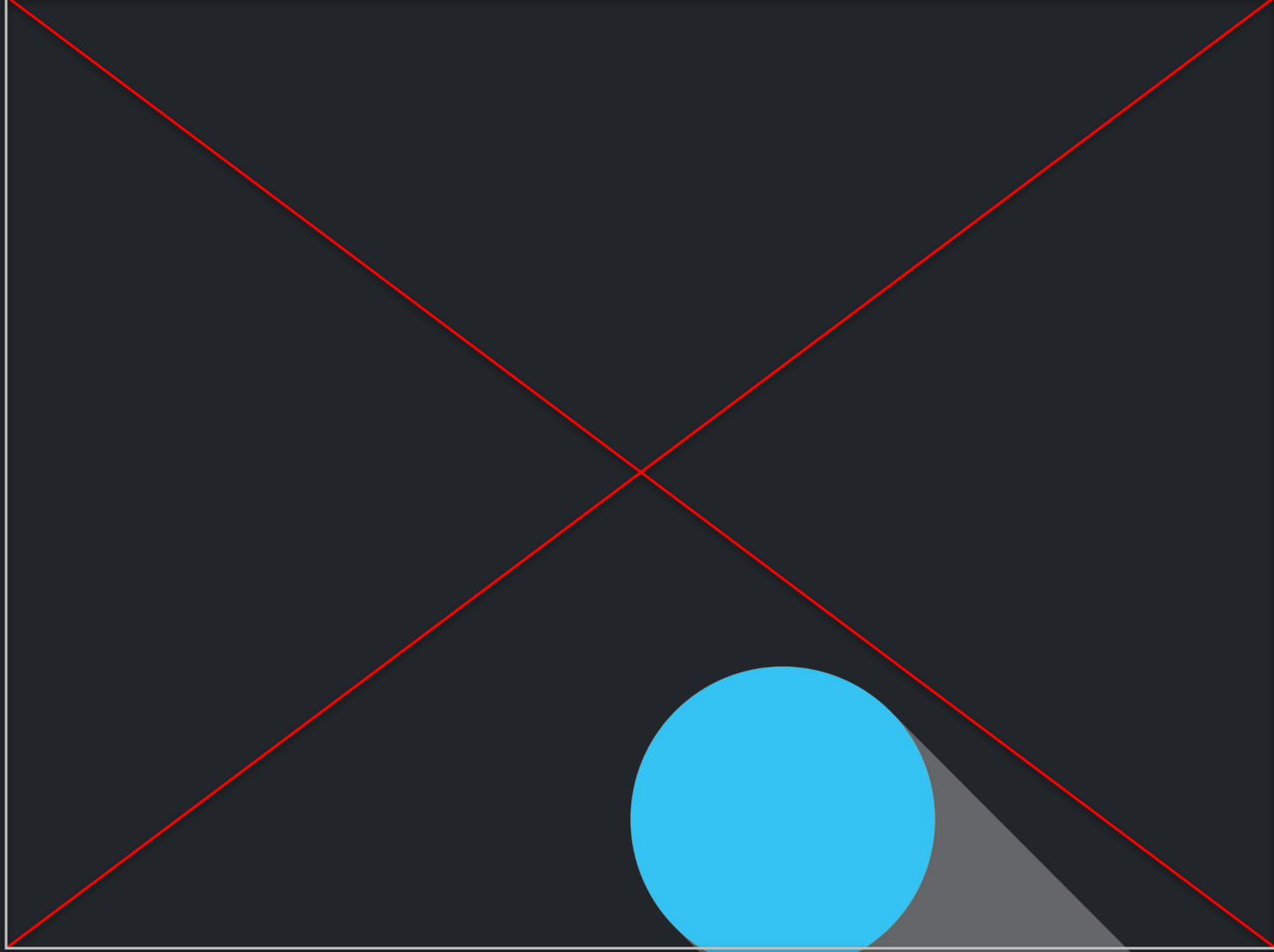
Sanda , Zoechbauer

CRM & Lifecycle Manager,



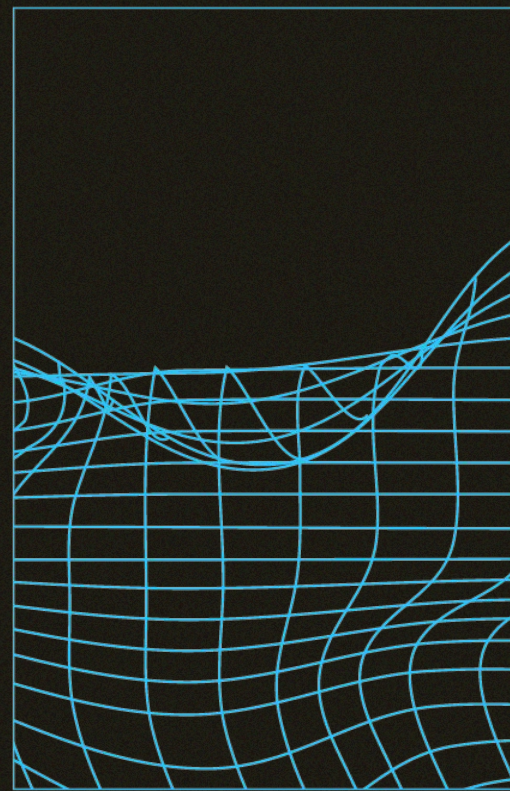
Tractive is the world's leading GPS & Health Tracker for Dogs and Cats, keeping your dog and cat safe & healthy with features such as LIVE Tracking, Virtual Fences, Health Alerts, Sleep and Activity Monitoring & more.





Agenda

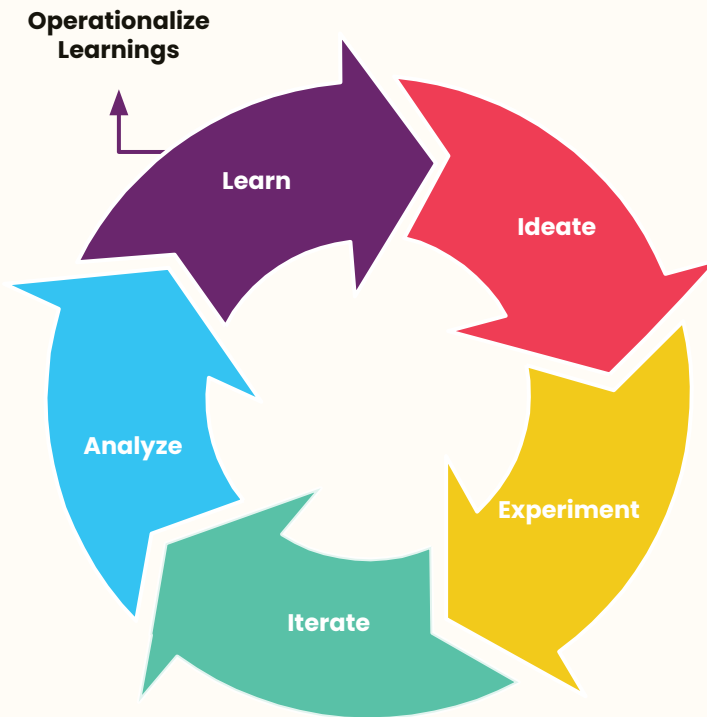
1. How to build a strong business case using real-time data and insights.
2. The power of experimentation—why small tests lead to big wins.
3. How to fail fast and iterate quickly, reducing risk and accelerating growth.
4. Key Takeaways



AGENDA



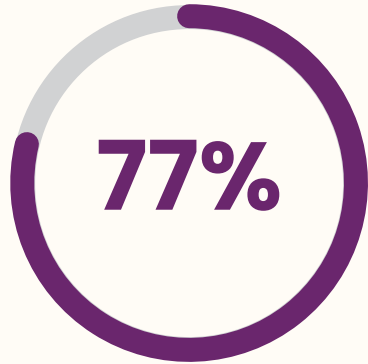
Best Practices to Drive Growth



How this testing approach helps:

- Enables greater understanding of the ability to **influence** value, volume, incremental impact, margins, cross-sell potential, messaging, as well as retention
- Enables **understanding** of or **validation** of types of segments, products, promotions, positioning which generated the highest value from a conversion perspective
- Enables ability to **fail fast** in an environment where cost associated with deployment is relatively low, while insights obtained can enable foundation for additional activities (e.g. exclusive product development)
- Enables **business-case** around operationalization of learnings at scale and eliminates judgement bias

A/B Testing Current state



Of companies test websites,
especially landing & home
pages

FinancesOnline



Use testing to optimize email
marketing performance – mainly
subject lines & sends

INVESP



A/B Testing Challenges



Sample Size Requirements

- Often require large sample sizes to achieve statistically significant results



Data Quality Issues

- Accurate and reliable data is crucial
- Poor data quality can lead to misguided business actions



Risk of Unwanted Results

- Introduces the possibility of obtaining negative or inconclusive outcomes, which can be seen as wasted resources



Cultural and Organizational Barriers

- A culture of experimentation requires organizational & management buy-in to be effective long-term



**How to build a strong
business case using
real-time data and insights.**

How to build a strong business case using real-time data and insights

Optimization: Subscription Canceled Journey

Goal: Increase the % of Winbacks

User Data available:

- **Cancellation date**
- **Cancellation reason**
- **User Profile data such as pet type, location, number of subscriptions, subscription plan type etc**

Hypothesis:

IF we apply a more personalized template and offer to address the cancellation reason

THEN customer churn will decrease and winbacks will increase

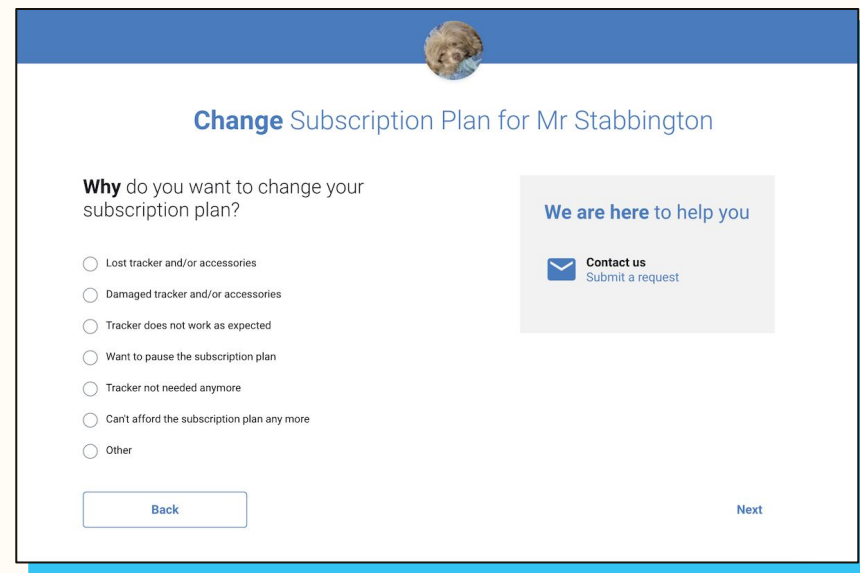
BECAUSE a tailored approach will better meet customer needs and make them feel valued, leading to higher retention and engagement.




How to build a strong business case using real-time data and insights

Optimization: Subscription Canceled Journey

Goal: Increase the % of Winbacks






Change Subscription Plan for Mr Stabington

Why do you want to change your subscription plan?

- ☐ Lost tracker and/or accessories
- ☐ Damaged tracker and/or accessories
- ☐ Tracker does not work as expected
- ☐ Want to pause the subscription plan
- ☐ Tracker not needed anymore
- ☐ Can't afford the subscription plan any more
- ☐ Other

[Back](#) [Next](#)

We are here to help you

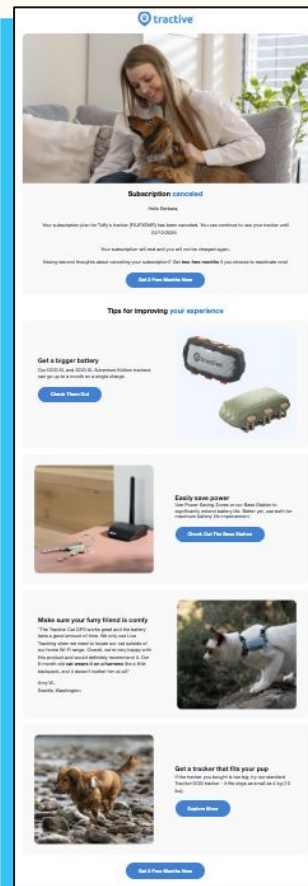
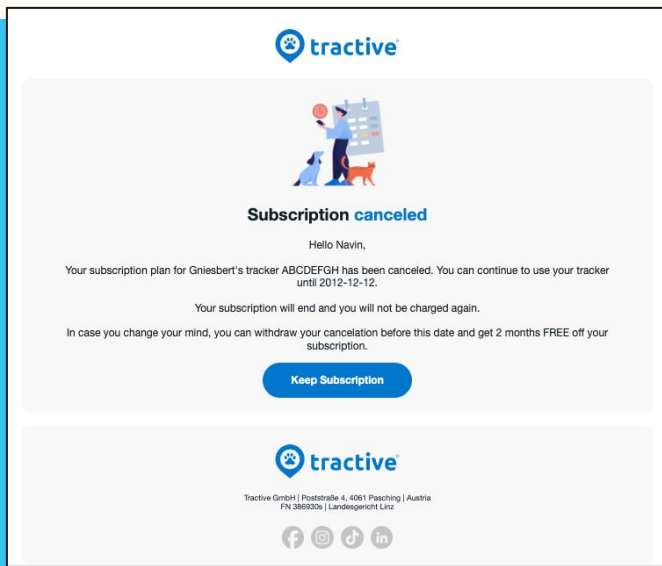
 **Contact us**
Submit a request



Using real-time insights

Reason: No Longer Needed + subreasons

Control:
No personalization



Test: Personalized
for the reason
(and sub-reasons)

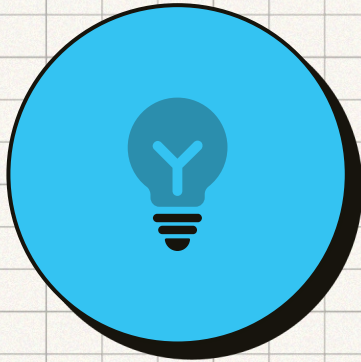
125%
Increase in
Click Rate

30%
Increase in
Win-backs

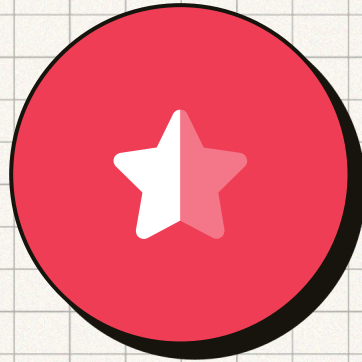


**The power of experimentation—
why small tests lead to big wins.**

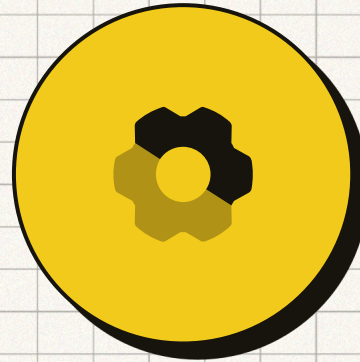
Why small tests matter



**Smarter
Decision-Making**



**Lower Risk,
Higher Reward**



**Efficient Use of
Resources**



**Faster Learning &
Continuous Growth**

Why small tests matter

Cancellation Reason: Too Expensive

Control: No emphasis on the offer

In case you change your mind, you can withdraw your cancellation before this date and get 2 months FREE off your subscription.

Keep Subscription

Test: Highlighting the offer in the CTA 🏆

We'd love to continue helping keep your pet safe and healthy. We're happy to provide 2 extra months of service for FREE if you choose to reactivate your subscription now.

Get 2 Free Months Now

IF we enhance the visibility of our offer

THEN customer churn will decrease and winbacks will increase

BECAUSE a clearer emphasis on addressing cancellation reasons will drive higher retention and engagement.

313%

Increase in
Click Rate

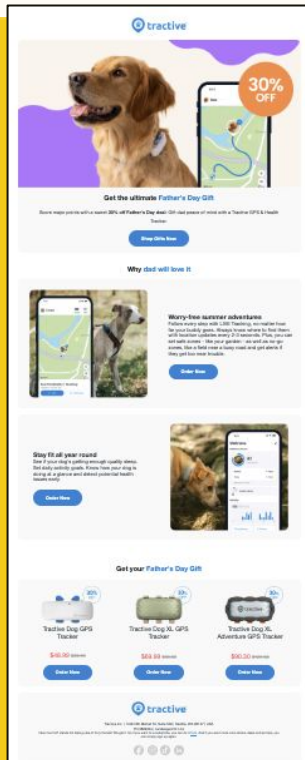
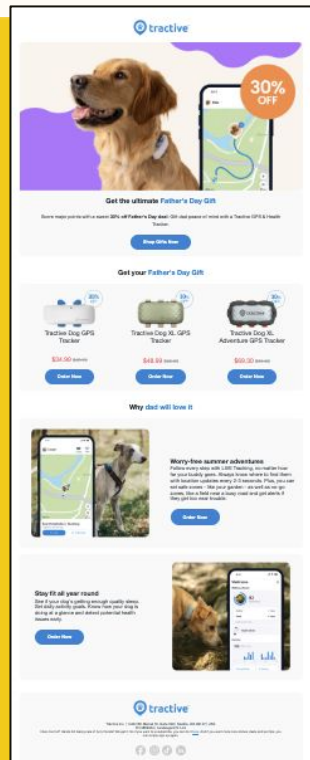
16%

Increase in
Win-backs

Why small tests matter

Control: Products on top

Test: Products at the bottom



IF we optimize the placement of our products and offers

THEN we expect an increase in click rates and conversions

BECAUSE improved visibility will drive higher engagement

Hypothesis invalidated, no real impact → not focus on this further



How to fail fast and iterate quickly, reducing risk and accelerating growth.

Why Fail Fast?

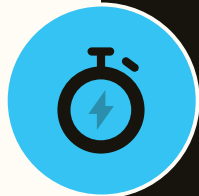
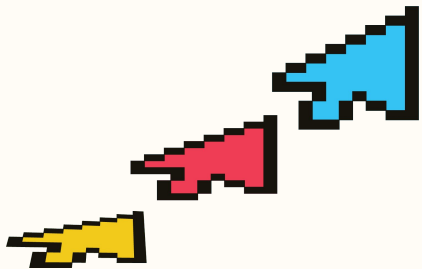
Reduce risk & accelerate growth

In today's fast-paced business landscape, **adaptability** and **speed** matter more than achieving perfection. By the time a product or solution is fine-tuned to perfection, market conditions may have already shifted, making it outdated or less effective.

Instead, focus on creating a viable version, launch it quickly, gather real-world feedback, and **refine it continuously**. This cycle of rapid iteration accelerates progress, because of the snowball effect of iterative learning.



What is Fast Failing?



Failing fast means testing ideas quickly and with minimal investment




Failing well. Analyze failures, extract key insights, and use them to improve

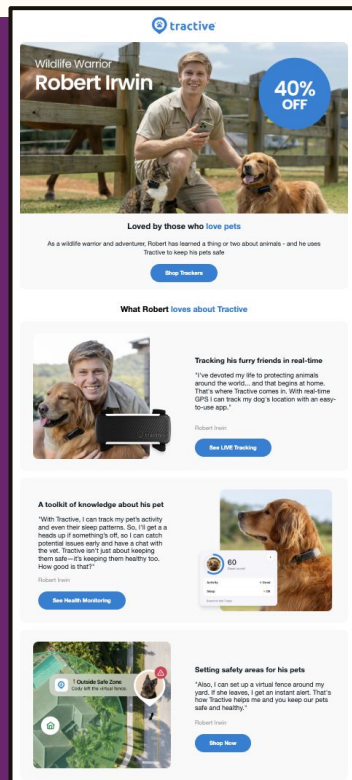
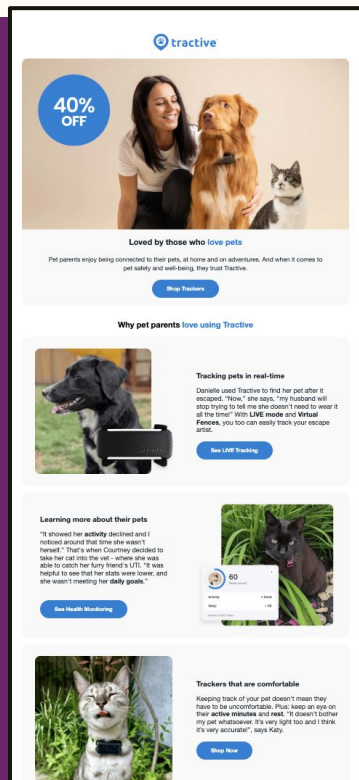


Failure isn't the objective—learning is

Fail Fast: Test hypothesis quickly

Control: Customer testimonials 

Test: Ambassador personalized template



IF we emphasize the use of the product by a well-known pet advocate

THEN engagement will increase

BECAUSE the ambassador's endorsement will boost trust

100%
Increase in
Conversions

Fail Fast: Multivariate testing “Urgency”

C	Stephanie from Trac.	[PROOF] Fur-got something? Get it for 30% off today! - Save now on peace of mind with Tractive! Hi Sanda, Fur-got something in your cart?
T	Stephanie from Trac.	[PROOF] 30% off ends in 72 hours - Your items are still waiting for you, but not for long! Get your exclusive discount when you finish your ord

Control: No big emphasis on urgency



Hi Sanda,
Fur-got something in your cart?

We made it easier for you with a **30% off limited-time offer**. Plus, with our **30-day money-back guarantee**, you can try Tractive risk-free. Not sure if Tractive works in your area? Check your coverage right [here](#).

Your cart

Finish Your Order

Test: Emphasis on urgency 🏆



Hi Sanda,
Fur-got something in your cart?

Complete your order with a **30% off limited-time offer** - only valid for the next 72 hrs. Plus, with our **30-day money-back guarantee**, you can try Tractive risk-free.

Finish Your Order

IF we emphasize the urgency of the offer

THEN engagement will increase

BECAUSE users will feel a stronger incentive to act quickly

45%
Increase in
Conversions

Fail Fast & Iterate

Personalized Breed Versions
had 23% higher Click Rate than Control

Control

Test 1

IF we feature the customer's pet breed in the hero image

THEN click rates and conversions will increase

BECAUSE it will create a more personalized and relatable experience

Fail Fast & Iterate

Personalized Breed Versions
had 59% higher Click Rate than Control

Control

tractive

NEW

ENDS TOMORROW
30% OFF

Keep your dog safe and healthy

Our latest tracker is ideal for you and your dog: Live Tracking, Health Alerts, Activity Monitoring, and more. Order now, save 30%!

Shop Now

New features. New look. New tracker.

Know if they're stressed

Some dogs get nervous when they're alone, but others are fine. Find out if your dog gets stressed when left alone thanks to our new feature: Bark Monitoring.

tractive

NEW

ENDS TOMORROW
30% OFF

Keep your Labrador safe and healthy

Our latest tracker is ideal for you and your Labrador Retriever: Live Tracking, Health Alerts, Activity Monitoring, and more. Order now, save 30%!

Shop Now

New features. New look. New tracker.

Know if they're stressed

Some Labradors get nervous when they're alone, but others are fine. Find out if your dog gets stressed when left alone thanks to our new feature: Bark Monitoring.

tractive

NEW

ENDS TOMORROW
30% OFF

Keep your German Shepherd safe and healthy

Our latest tracker is ideal for you and your German Shepherd: Live Tracking, Health Alerts, Activity Monitoring, and more. Order now, save 30%!

Shop Now

New features. New look. New tracker.

Know if they're stressed

Some German Shepherds get nervous when they're alone, but others are fine. Find out if your dog gets stressed when left alone thanks to our new feature: Bark Monitoring.

tractive

NEW

ENDS TOMORROW
30% OFF

Keep your Husky safe and healthy

Our latest tracker is ideal for you and your Husky: Live Tracking, Health Alerts, Activity Monitoring, and more. Order now, save 30%!

Shop Now

New features. New look. New tracker.

Know if they're stressed

Some Huskies get nervous when they're alone, but others are fine. Find out if your dog gets stressed when left alone thanks to our new feature: Bark Monitoring.

Iteration 1

IF we feature the customer's pet breed in the hero image & intro paragraph

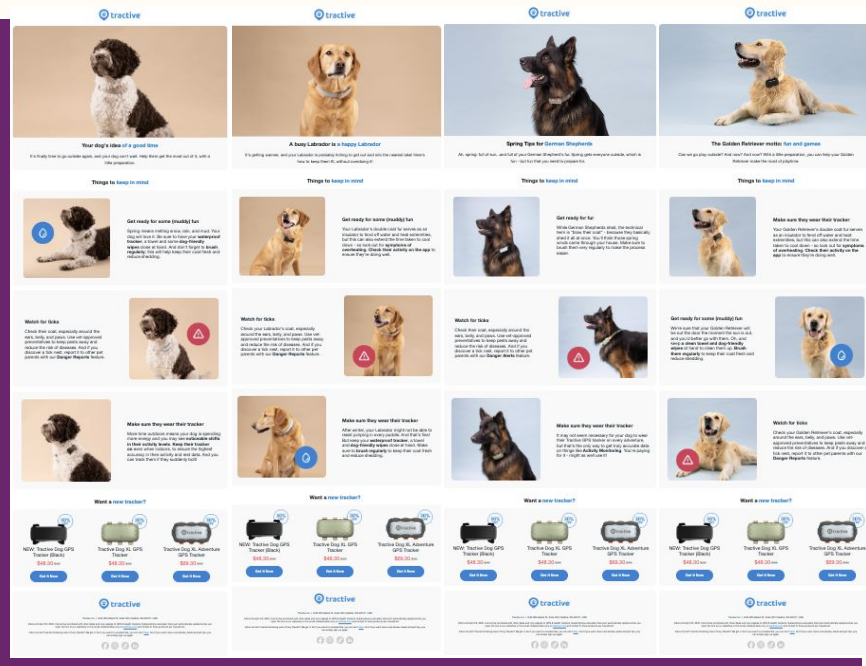
THEN click rates and conversions will increase

BECAUSE it will create a more personalized and relatable experience

Fail Fast & Iterate

Personalized Breed Versions had 82% higher Click Rate than Control

Control



Iteration 2

IF we personalize the entire email template copy based on the customer's pet breed

THEN click rates and conversions will increase

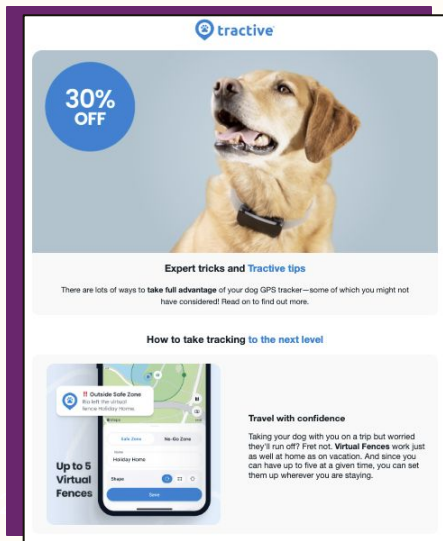
BECAUSE a tailored experience will feel more relevant and engaging

Fail Fast & Iterate

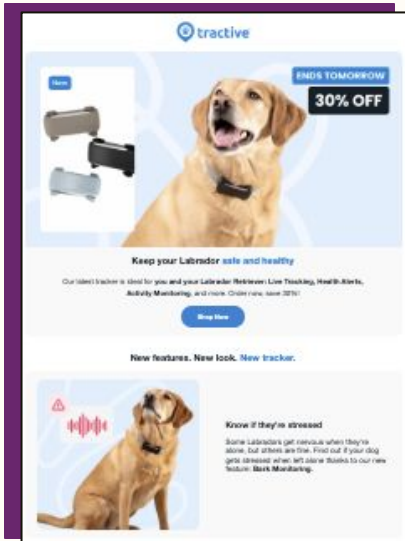
Original Test

Iteration 1

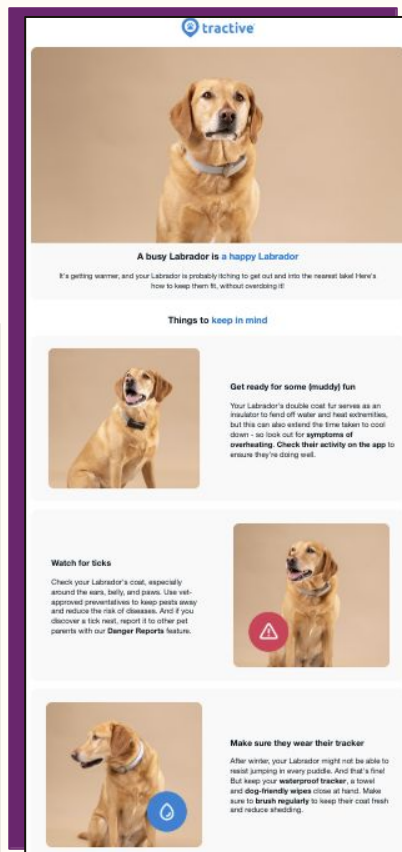
Iteration 2 



23% higher
Click Rate



59% higher
Click Rate



82% higher
Click Rate

→ Inform future strategic decision-making

→ Cascade key learnings across broader teams



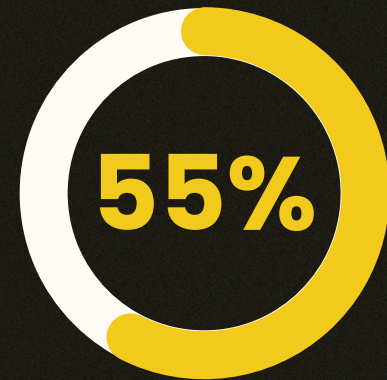
Key Takeaways



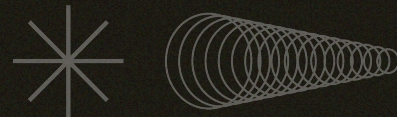
**Failing fast is
about velocity
and volume**



**Campaigns had an
A/B Test in Q1 2024**



**Campaigns had an
A/B Test in Q1 2025**



Snowball effect of small tests

55%

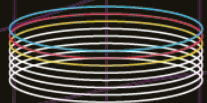
CAMPAIGNS TESTED

113%

INCREASE IN CTR YOY

16%

**INCREASE IN
CONVERSION RATE Y/Y**



CRM Improvements Y/Y



Increase in total tests

✦ If you scale the velocity,
you basically scale the
% of winners



Increase in positive tests

Key Takeaways



Test, Test, Test

- Use whatever data you have (First and Zero party data, user onboarding, user profile, surveys, interviews, internal analysis etc) and keep testing. It will drive smarter business decisions.



Small Tests Matter

- Make testing a priority in your CRM planning
- Get organization buy-in, share the outcomes, even if not disruptive



Fail Fast, Iterate Quickly

- Find the easiest, cheapest & most low-effort way to test a hypothesis
- Iterate & refine as you go
- It's not about the perfect test, it's the sum of all small wins

“

**In business, the
biggest danger isn't a
failed experiment—it's
never experimenting
at all.**





FOLLOW US!

FOR THE BEST WAY TO KEEP YOUR PET SAFE

WE'D LOVE YOUR FEEDBACK

Here's how to fill out the session survey:

1. Download/Open the Activate app
2. Toggle to the **Agenda** tab
3. Tap on this session
4. Scroll to **Engagement** and tap **Survey**

BONUS

Complete the survey to earn points you can redeem for prizes at **The Market @ Activate!**



**RECORDING WILL BE
AVAILABLE ON APRIL 10TH!**