ANACONDA®

hightouch

How Anaconda powers growth with Meta-style experimentation

Dean Iwaoka | Anaconda   Alec Haase | Hightouch

About Us

Dean Iwaoka

HEAD OF GROWTH
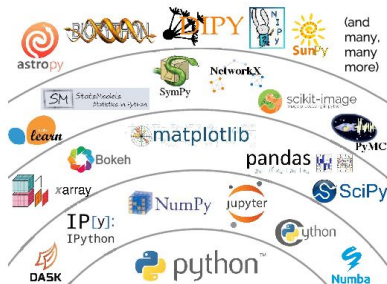
ANACONDA.

Alec Haase

GM, AI DECISIONING

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Anaconda:
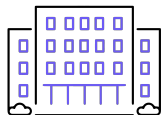# The World's Trusted Open Ecosystem for AI and Python

ANACONDA.

Thousands of open-source AI and data science software packages

47+ Million
Users

1 Million
Organizations

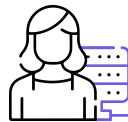Microsoft   IBM   Embedded in leading tech platforms

ORACLE   snowflake

Anaconda Users

Data scientists and AI developers

IT and security professionals

Business analysts and decision-makers

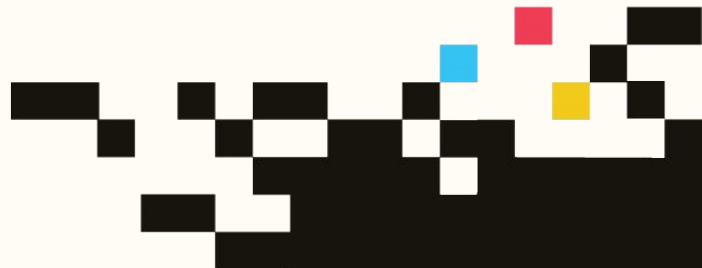# How can I prove that marketing "works?"

Francis Bacon

Is often considered "**the father of modern science**" since he proposed
a new combined method of

1. **empirical experimentation** and

2. **shared data collection**

so that humanity might finally discover all of nature's secrets and improve itself.[1]

1 World History Encyclopedia

Experimentation empowers you to (im)prove your impact

Start with your insight

Start with real customer insights (event data, cust. interviews, etc.)

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Design your hypothesis

Build and test experiences to solve for customer pain points and needs.

Experimentation empowers you to (im)prove your impact

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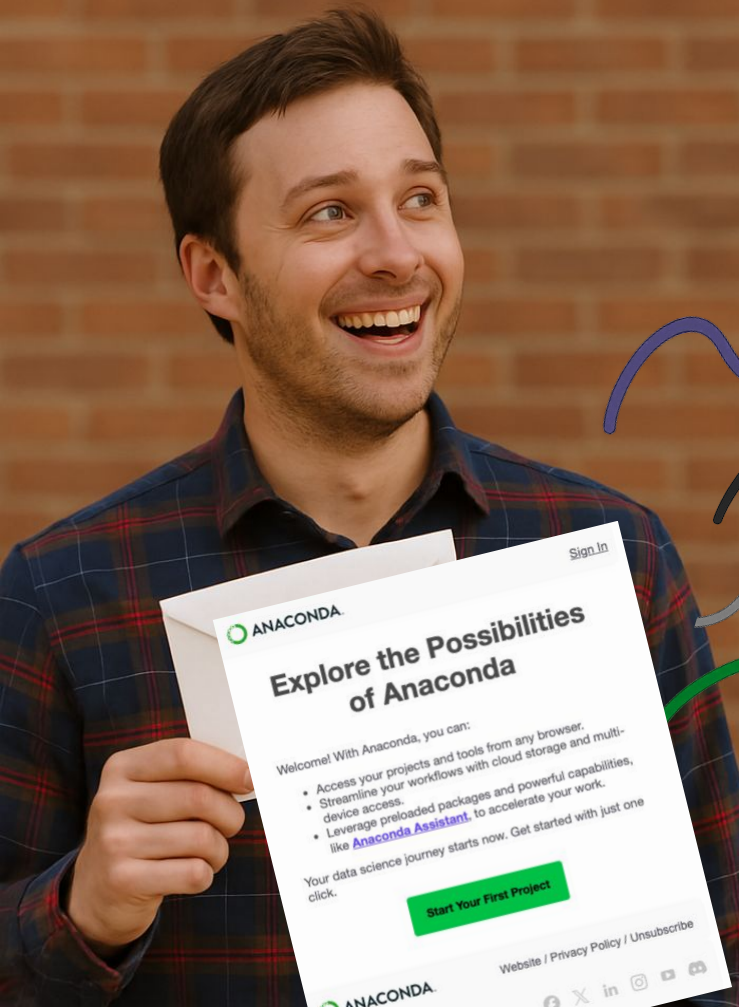

Design your hypothesis

Build and test experiences to solve for customer pain points and needs.

Measure your impact

Review impact to KPIs and color with qualitative feedback

Does email onboarding drive product activation?

Does email onboarding drive product activation?

Start with your insight

Many of our users do not activate their accounts.

Design your hypothesis

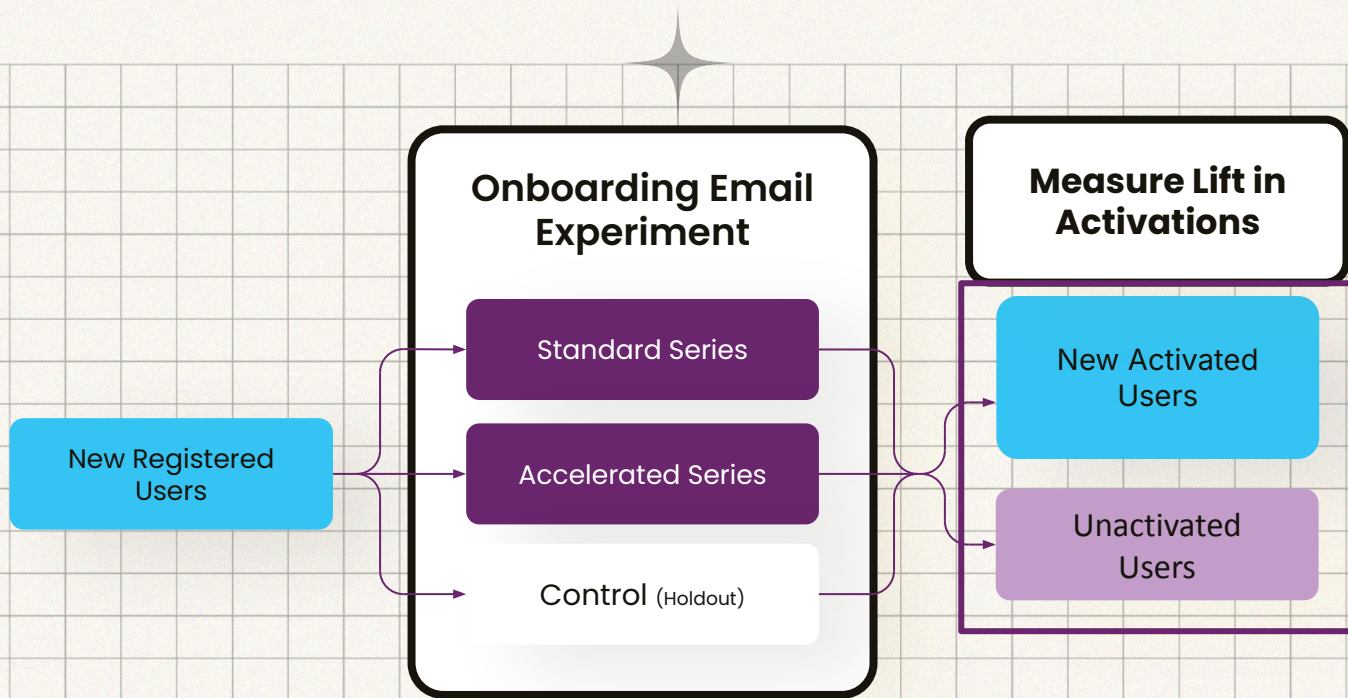**If** users receive onboarding emails,

then they will activate their accounts faster,

because more frequent emails will keep users engaged.

Measure your impact

Can we increase the number of new registered users who activate their accounts by taking a meaningful action?
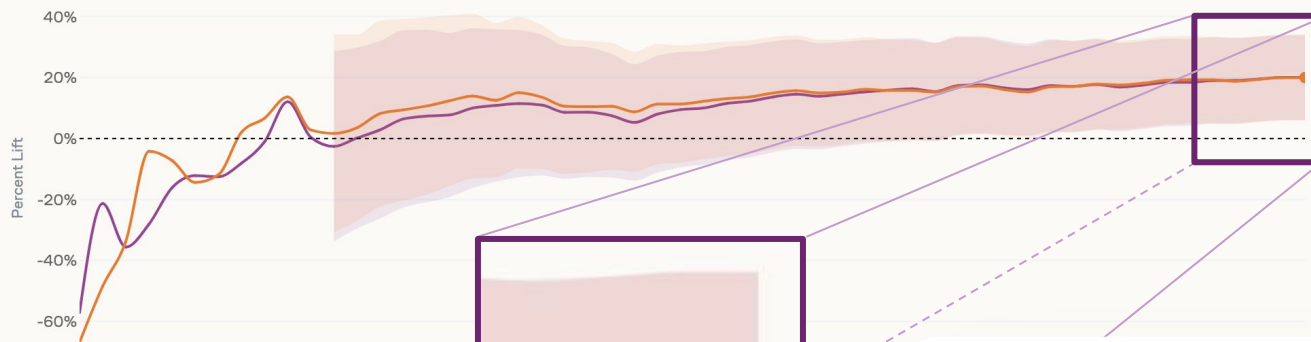
Does email onboarding drive product activation?

```
New Registered Users → Onboarding Email Experiment
  - Standard Series
  - Accelerated Series
  - Control (Holdout)

→ Measure Lift in Activations
  - New Activated Users
  - Unactivated Users
```

Email marketing works!?!

Percent Lift for Num of Fully Activated Registered Users

Non-CUPED

(B) Standard and (C) Accelerated vs. (A) Control

20%

Lift in Activations

Onboarding emails drive increased ongoing product engagement

A strategic framework for your experimentation program

Your Experimentation Starter Pack

1

Define your
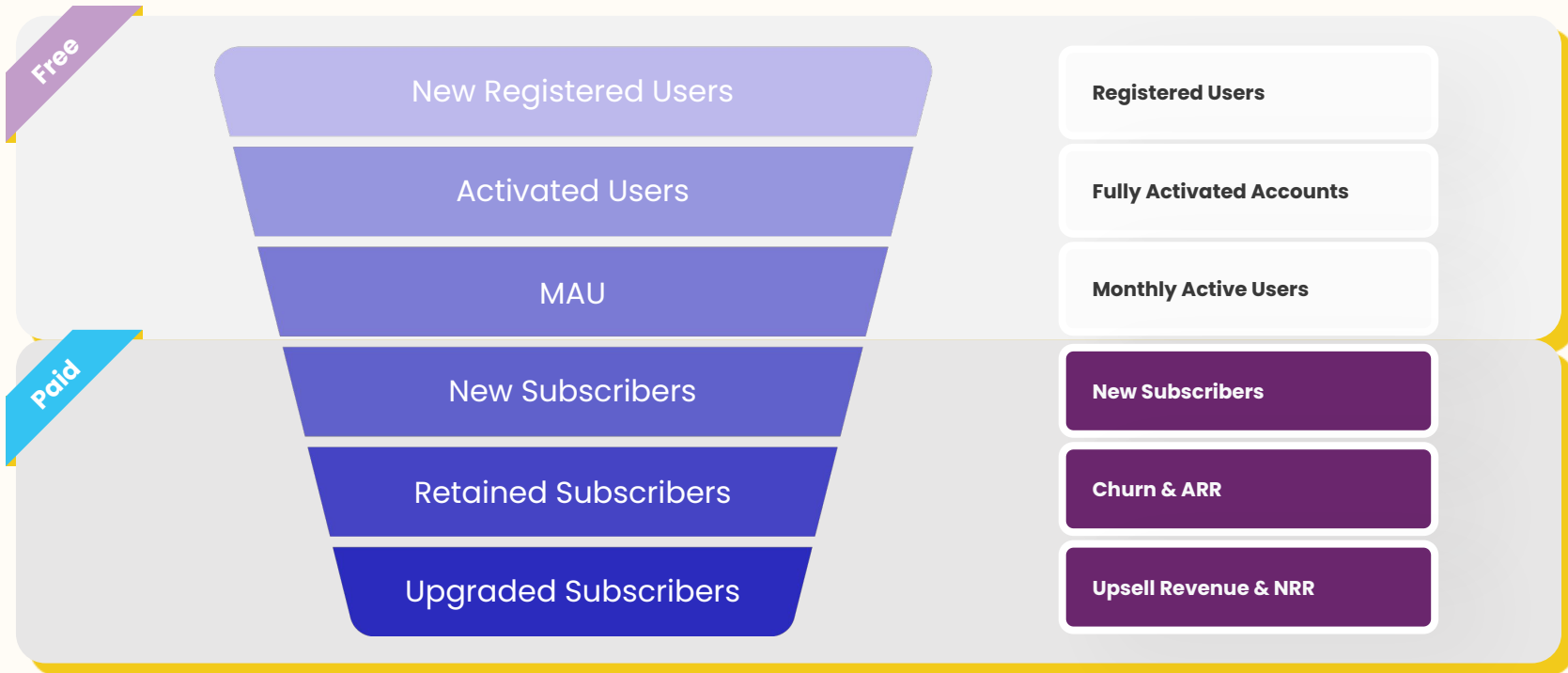**KPI funnel**

2

Practice generating
hypotheses for
testing

3

Assemble your
measurement
strategy

Start with KPIs: What moves your business?

PLG Funnel

Free

New Registered Users

Activated Users

MAU

Paid

New Subscribers

Retained Subscribers

Upgraded Subscribers

Metrics

Registered Users

Fully Activated Accounts

Monthly Active Users

New Subscribers

Churn & ARR

Upsell Revenue & NRR

Build a sequence of hypotheses to test

Hypothesis: If _____ **, then** _____ **, because** _____

Example:

If If users receive onboarding emails every 2 days for the first two weeks,
then they will activate their accounts faster than those who receive emails every 3–4 days or no emails at all,
because more frequent emails will keep users engaged and help them quickly see the value of Anaconda Cloud.

Example Experimentation Tracker

Tr Experiment Name	Hypothesis	PLG Stage	KPI	Secondary KPI	Priority	Status	Est. LOE	Est. Impact
Frequency Test - Onboarding Campaign (Free users)	If users receive onboarding emails every 2 days for the first two weeks, they will activate their accounts (user has clicked on Cloud Learning and Cloud Notebooks) faster than those who receive emails every 3–4 days. We will also have a control group that receives no emails, to see if users can activate their accounts on their own. The idea is that more frequent emails will keep users engaged and help them quickly see the value of Anaconda Cloud.	Activate	Fully Activated Accounts	CTR	High	Complete	M	L
Anaconda Navigator Account Creations Experiment v2	Positioning the Anaconda Assistant as a primary benefit with supporting visual demonstrations & iconography will significantly increase account creations among Navigator users by making the immediate value more tangible and reducing friction in the decision-making process.	Acquire	Registered Users	Registered Users	Medium	Not started	M	L

Plan your measurement process and implement required tech
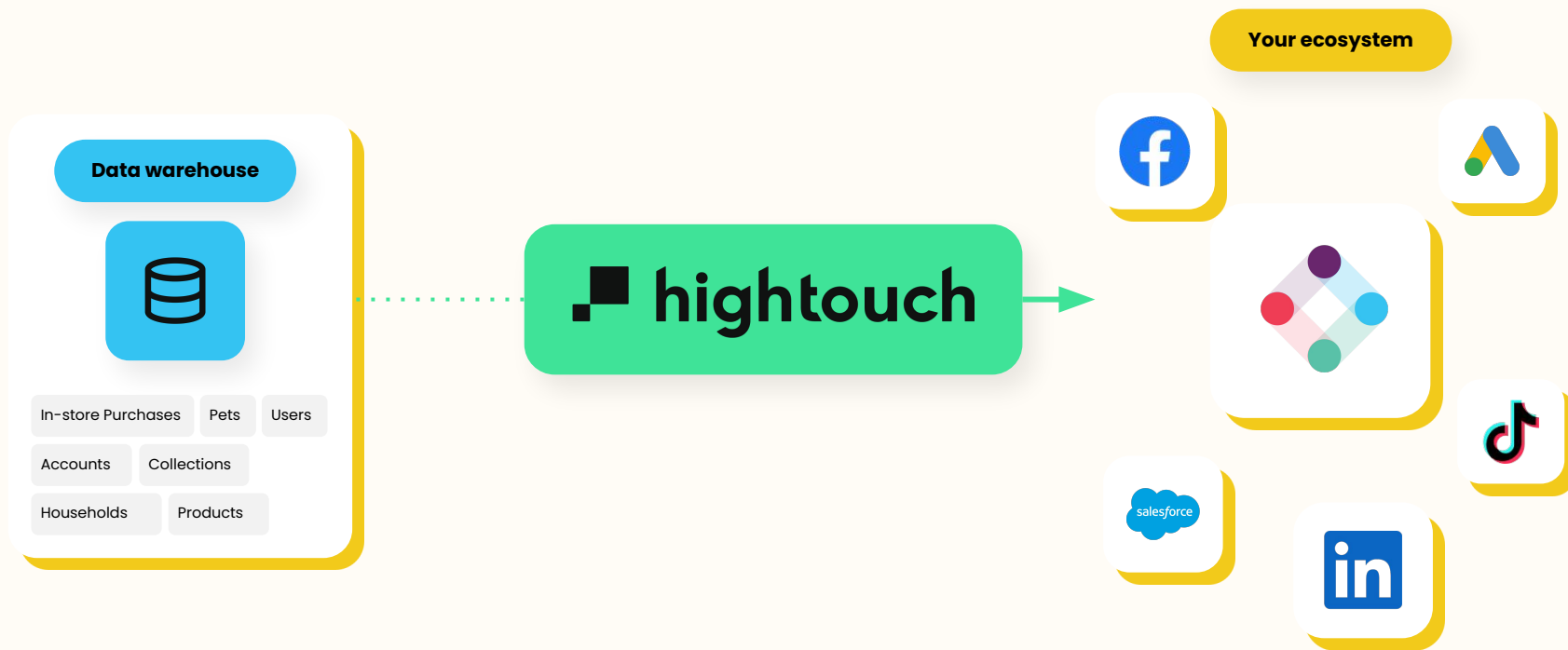
With a strategy in place, use your tech stack to take action

Hightouch

Enabling marketers with the power of data and AI to create amazing marketing experiences
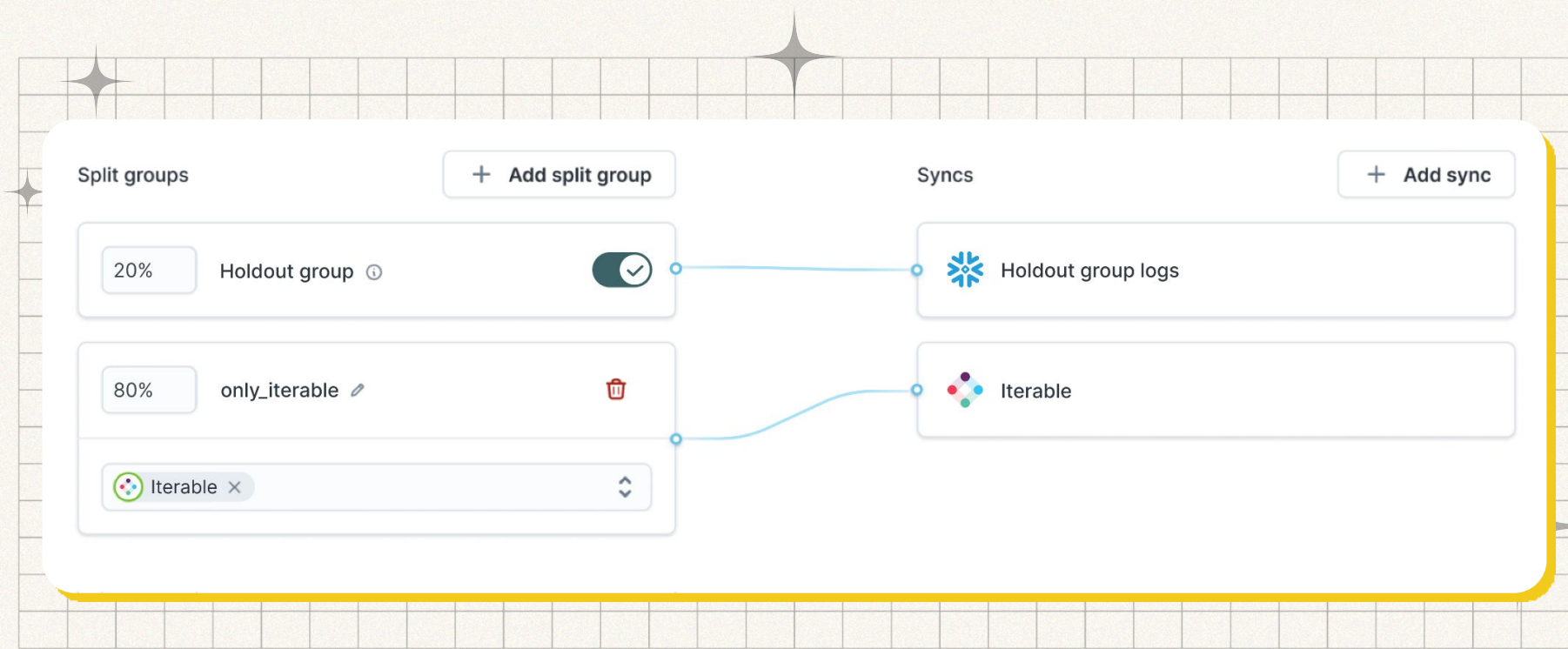
Your ecosystem

Data warehouse

In-store Purchases Pets Users

Accounts Collections

Households Products

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Self-serve audience building and analysis
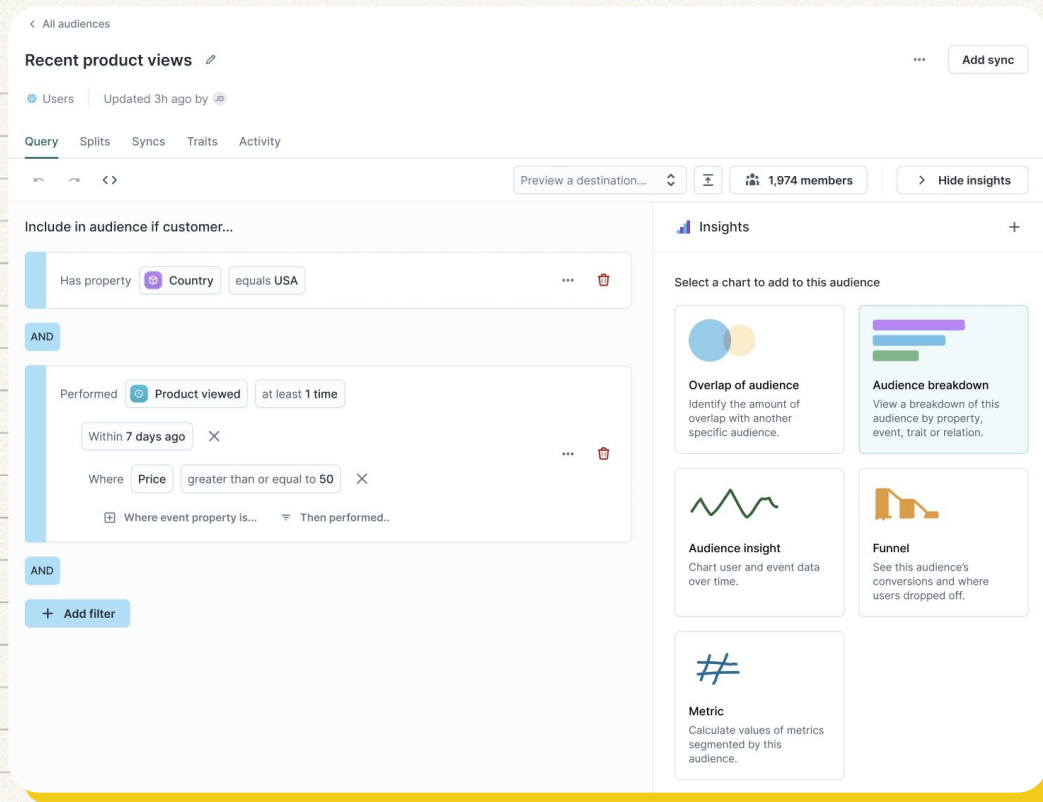
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Self-serve experimentation with Splits

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Example of using Splits across channels

Anaconda's experimentation tech stack

snowflake

1

Make Hypothesis

2

Build & Split Audience

3

Sync Splits to Tools

hightouch

5

Measure Impact

eppo

4

Run Tests

ITERABLE

ANACONDA.

What we've unlocked at Anaconda
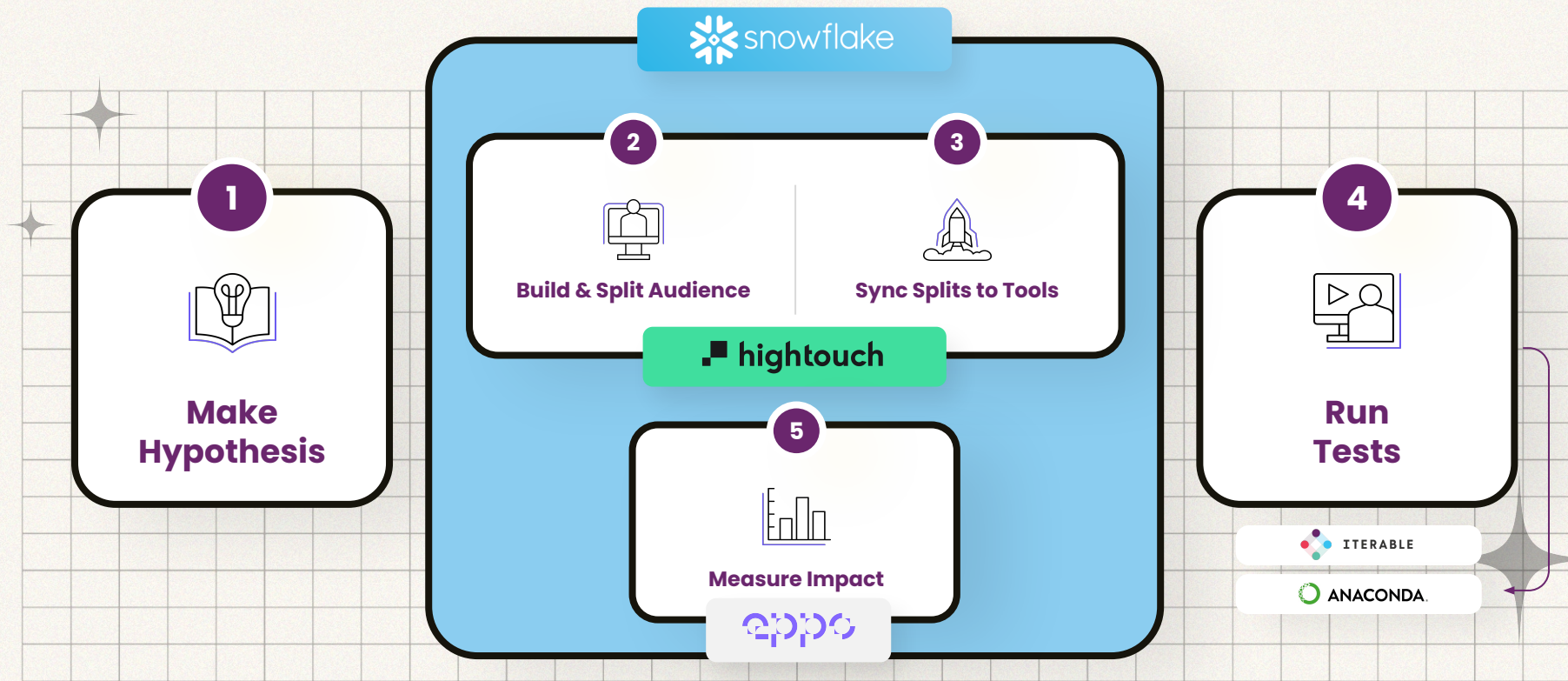
^ Marketers with Hightouch & Iterable ^

Value Adds

- Marketing teams can now independently manage experiments

- More structured learning & deeper insight generation

- Better, more performant user experiences

AI Decisioning unlocks automated experimentation

Hightouch AI Decisioning

AI agents work alongside marketers to run continuous experiments for every customer and variable

OUTCOMES

Purchases	+43%
Email Click	+29%
View Product	+36%
Email Open	+38%
Unsubscribe	-11%

Targeting
The target audience for this flow. Optionally hold out a percentage to measure incrementality.

Target audience
[AID] Winback audience
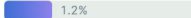
Holdout
20%

Save

Message: Welcome offer

S Stride
Exciting Loyalty Rewards for You
To: melissa@goodemail.co
Inbox

stride

This decision is Personalized ⓘ

This user has the following attributes which have historically responded well to this decision:

age : 19   gender : Female

email_conversion_rate : Medium

discount_sensitivity : High

last_page_viewed : Product - In sync

User's top activity	Click through rate
Martial arts	4.6%
Swimming	1.2%
Weightlifting	1.2%
Cycling	1.2%
Sleep	1.1%

Marketers define goals & guardrails

AI agents deliver 1:1 experiences

Agents learn & optimize on outcomes

Marketers learn alongside the AI agents as they continuously experiment across channels
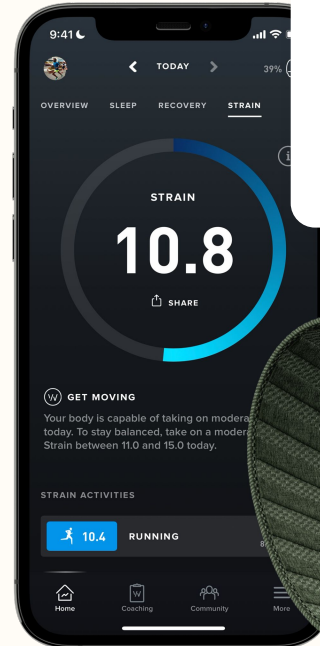
"We saw more learnings In 6 weeks with AI Decisioning than in the previous 12 months of AB testing.

Now our marketers are focusing on strategy, and creativity, not operations."

Aoife O'Driscoll
AVP, Lifecycle Marketing

+10%
incremental sales
vs calendar emails

Come visit the Hightouch booth!

Hightouch Customers

PET SMART

GameStop

weight watchers

RITUALS

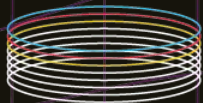naked wines

AutoTrader

WHOOP

TAILORED BRANDS

Demo of Hightouch

hightouch.com

Connect with us for slides from today!

alec@hightouch.com

WE'D LOVE YOUR FEEDBACK

Here's how to fill out the session survey:

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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!**