



EXPERIMENT AND CHANNEL COUNT IMPACT:

Past 180 days channel and audience analysis

Experiment and channel count impact: Past 180 days channel and audience analysis

In our recent deep dive covering the last 6 months (December 2023 - June 2024) into the correlation between experiment count, channel count, and ROI, we've uncovered some compelling insights about optimizing marketing strategies.

Here's a breakdown of our top findings:

1 Higher Experiment Count Boosts ROI

Companies running 1001-2000 experiments saw the highest ROI, especially when utilizing 2 channels - a whopping 17.57 average ROI!

2 The Magic of Multiple Channels

Utilizing more channels generally increases ROI. For experiment counts of 500-1000, using 2 or 3 channels resulted in an average ROI of around 12.

3 Quality over Quantity

Surprisingly, companies with the highest number of experiments (5001-10000) did not necessarily see the highest ROI. It highlights the importance of a focused and optimized approach over mere volume.

4 Optimal Channel and Experiment Count Combination

The data suggests that combining an experiment count of 101-500 with just 1 channel can yield an impressive average ROI of 9.47, indicating a sweet spot for ROI efficiency.

5 Experiment and Channel Count Correlation

There is a positive correlation between the number of experiments and channels used, particularly in the mid-range of experiment counts (101-2000). This synergy appears to optimize ROI effectively.

Breakdown by Experiment Count Range:

Experiment Count	Channel Count	Average ROI, Triggered Opp
1. 0-100	1	6.6
	2	3.1
	3	1.1
	4	2.0
2. 101-500	1	9.5
	2	4.2
	3	3.3
	4	1.9
3. 500-1000	1	0.2
	2	12.6
	3	11.6
	4	3.9
4. 1001-2000	2	17.6
	3	3.0
5. 2001-5000	3	1.1
6. 5001-10000	1	1.1
	3	1.2