



## Go big and get smart: Boosting your digital marketing effectiveness

Experimental design gives marketers the power to dramatically improve the performance of their digital marketing campaigns.

**By John Senior, Keri Larkin and Eric Almquist**

**John Senior, Keri Larkin and Eric Almquist are partners with Bain & Company's Customer Strategy & Marketing practice. They are based, respectively, in Sydney, New York and Boston.**

## Key questions for achieving the full potential of digital marketing

Are you:

- Using experimentally designed multivariate campaigns to address the tough, marquee marketing issues?
- Pushing the boundaries on what you test rather than playing at the margins?
- Harnessing the power of your digital channels for rapid testing and learning?
- Seeing meaningful changes to your marketing strategies and improved ROI based on the results of your tests?
- Deploying what you learn on a larger scale? Do you have robust test-and-learn capabilities and processes in place to allow your organization to achieve full potential with marketing?



## *Shared Ambition, True Results*

**Bain & Company is the management consulting firm that the world's business leaders come to when they want results.**

Bain advises clients on strategy, operations, technology, organization, private equity and mergers and acquisitions. We develop practical, customized insights that clients act on and transfer skills that make change stick. Founded in 1973, Bain has 51 offices in 33 countries, and our deep expertise and client roster cross every industry and economic sector. Our clients have outperformed the stock market 4 to 1.

### **What sets us apart**

We believe a consulting firm should be more than an adviser. So we put ourselves in our clients' shoes, selling outcomes, not projects. We align our incentives with our clients' by linking our fees to their results and collaborate to unlock the full potential of their business. Our Results Delivery® process builds our clients' capabilities, and our True North values mean we do the right thing for our clients, people and communities—always.

#### **Key contacts:**

**Americas:** **Eric Almquist** in Boston ([eric.almquist@bain.com](mailto:eric.almquist@bain.com))  
**Keri Larkin** in New York ([keri.larkin@bain.com](mailto:keri.larkin@bain.com))

**Asia-Pacific:** **John Senior** in Sydney ([john.senior@bain.com](mailto:john.senior@bain.com))

**Europe,  
Middle East  
and Africa:** **James Anderson** in London ([james.anderson@bain.com](mailto:james.anderson@bain.com))

For more information, visit [www.bain.com](http://www.bain.com)