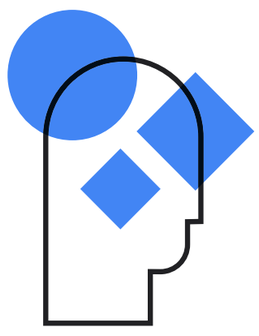
Google Ads

Fundamental principles of experimentation

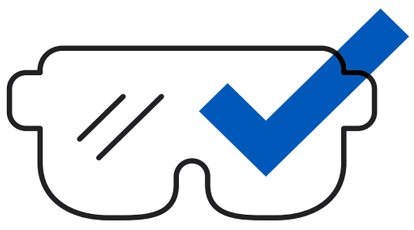
Experiments provide a low-risk environment to test and learn, enabling marketers to interpret results without ambiguity to make better, more informed decisions.

Here are some fundamental principles to design and run ad experiments:



Hatch your hypothesis

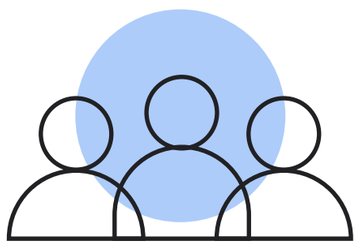
Establish a clear statement of what you want to prove or disprove. A good hypothesis frames a focused and unambiguous question based on specific business goals.



Validate your victories

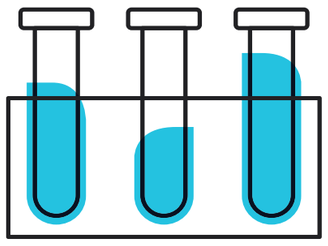
Identify clear, relevant, and quantifiable success metrics before launching. Avoid rushing to start, changing your goals midway, or having too many metrics.

Also establish what level of impact you would need to see for statistical significance, and don't forget to map out what actions you will take based on respective outcomes.



Assign your audience

A controlled experiment isolates the impact of the testing variable on the success metric. This can be done by splitting users into two comparable, separate and non-overlapping groups: the test (exposed to the change) and the control (not exposed to the change).



Respond to your results

Whether or not the data confirms your initial hypothesis, analyze and act on the results you have. Otherwise, why run the experiment at all?