fractal

Trial Run
Test business ideas at scale and provide unique insights

Trial Run is an Azure-based SaaS solution used by retailers to design and measure in-market business experiments in a statistically and scientifically sound manner.

Those experiments can be used by multiple business functions across the enterprise. They are executed on predefined sites, markets, and shoppers to support any at-scale deployment decision.

Trial Run helps companies scale their experimentation capability efficiently and affordably by providing insights into which decisions will deliver measurable business results and which will not.

It has been deployed harnessing Azure's security features and compliance standards for use cases such as pricing, promotions, merchandising, in-store experience, shelf changes, new store launches, new product launches, and labor optimization.

Why Trial Run?

Test and design analysis

Trial Run provides tools for designing and analyzing tests and for determining optimal test parameters for each experiment.

It enables segmentation across sites, markets, and customer segments.

Using advanced algorithms, it identifies the most suitable control for each experiment.

Once the test completed, confidence levels provide accurate experiment outcomes.

Actionable insights

Trial Run provides actionable insights into evolving test trends.

It monitors performance, and helps retailers make informed, data-driven decisions.

Trial Run also performs comprehensive analysis to identify key drivers impacting outcomes.

Finally, it predicts the next most profitable store or customer to enhance the retailer strategic decision-making for expansion.

Statistical rigor and reliability

Trial Run ensures statistical reliability by evaluating the store sample representativeness.

It creates the replica (i.e., digital twin) of a test site through synthetic control algorithm.

This replica is used to determines the right number of control sites and associated weights.

Questions Trial Run can help answer
- Will a price discount increase sales while ensuring desired profitability?
- Will a new loyalty program contribute to customer lifetime value?
- Should a new premium product be displayed at the end of the aisle?
- What is the right length of a product line?
- What will be the ROI of a store remodeling exercise?

Entire test & learn lifecycle with best-in-class science

🖊️ Design

Questions answered:

- How many stores/markets/customers to test in
- Which stores/markets/customers to test in
- How representative is my sample to my network

Benefit: Minimizes cost to deploy experiment while ensuring results can be extrapolated

🔍 Analyze

Questions answered:

- Which is the best control for each test entity (using synthetic control)
- How is the test trending over time
- How statistically reliable is measured lift and what is driving or draining lift

Benefit: Negates the effect of external variables to enable deep and accurate analysis. Works for small sample sizes too.

🏃 Act

Questions answered:

- How to maximize ROI by optimizing rollout
- How to record all tests & learnings for future use
- Which test should I do next

Benefit: Maximizes ROI of the campaign

Typical Trial Run use case for retailers

Marketing & merchandising

- Rebranding, repositioning
- Product launches or discontinuation
- Bundling, Assortment
- Pricing, promotions, and discounts
- Loyalty and retention programs

In-store experience

- Store & shelf layouts (planograms)
- Remodeling
- Fixtures, displays, signage
- In-store promotions and coupons
- Innovations (e.g. digital signs)

Operations

- Curbside pickups/BOPIS
- Process changes: ordering, fulfilment, etc.
- Store operating hours changes
- Employee training and compensation
- Inventory and supply chain management

■■ Microsoft
Solutions Partner

Retail AI
Certified software
Trial Run

Why Fractal?

A data, ML, and AI specialist for over 20 years, Fractal is a recognized Microsoft Solution Partner with the expertise to support you throughout your data and AI transformation journey.

Depending on your use case or situation, your Triage project conducted through Fractal might be eligible for Microsoft funding.