

**strategy&**

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IDEATION CENTER

# Experimenta

**Optimize your behavioral  
strategy with faster insight**

Behavioral economics



Experimenta is our proprietary experimentation toolkit that enables organizations to access rapid, actionable, and empirical evidence in real-time to guide their decision-making.

Designed for speed and cost efficiency, Experimenta offers a modular approach to research. We leverage consistent and proven frameworks for data collection, experimental design, and implementation strategies, making it easier to test, replicate, and scale solutions.

# Experimenta can be deployed for

## Behavioral interventions

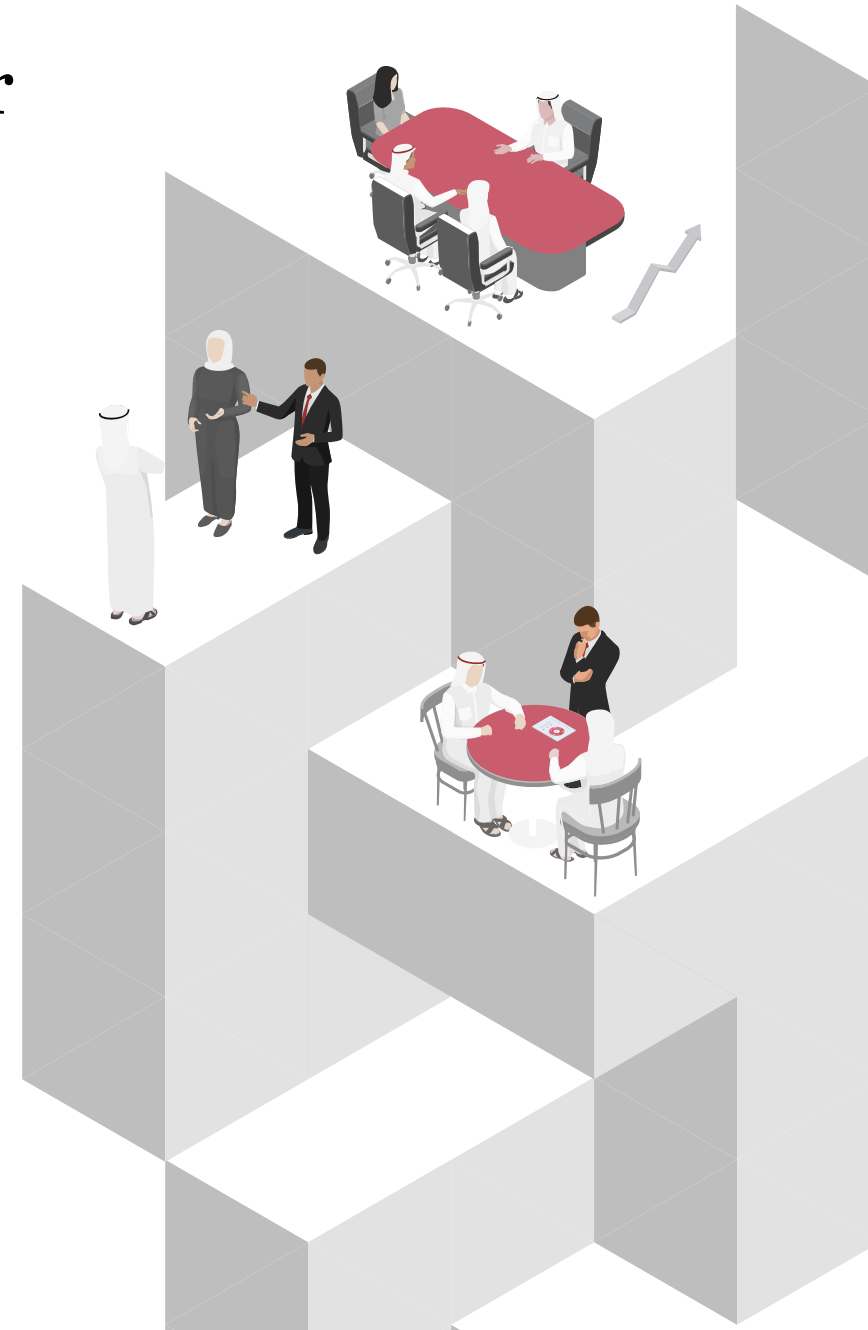
- Benchmark intervention performance and impact
- Identify “backfire” interventions that have unknown negative effects
- Evaluate the performance of organizational initiatives and communications

## Behavioral diagnostic

- Understand user journeys through quantifying barriers and facilitators of target behaviors
- Describe how personas are differently motivated to engage them in desired behaviors

## Social sentiment and public opinion

- Gather real-time sentiment on burgeoning policy challenges
- Analyze differences in opinions across various demographic groups
- Monitor changes in public sentiment over time





# Shape Experimenta to fit your needs

Experimenta follows a workflow-based approach with five key phases: **Kick-Off**, **Design**, **Implementation**, **Analysis**, and **Delivery**. Its methodology is optimized to get actionable insights faster, with custom-developed processes and tools, such as the power calculator app and survey question libraries, all geared towards efficiency and cost savings.



## Streamlined project workflow

Kick-off ▶ Design ▶ Implementation ▶ Analysis ▶ Delivery

### Unified methodology

We leverage our proprietary methodology to simplify project design and increase efficiency, reducing delivery timelines by weeks, even for complex projects.



**Data  
collection  
sources**



**Experimental  
implementation  
solutions**



**Experimental  
design  
methods**

### Processes and tools

We deploy process systematization and in-house tools for data collection and analysis to reduce external dependencies and move with agility.



**Experimenta research  
protocol**



**In-house  
power calculator app**



**Survey  
question library**



**Customizable tools and  
on-demand capabilities**



Discover other frameworks and solutions from our behavioral economics team:

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