



# EXPERIMENTATION MATURITY BENCHMARK REPORT **2025-26**

A comprehensive analysis of experimentation program maturity across 108 organizations, benchmarked across four critical pillars.



# Key Statistics



**108**

Organizations  
Surveyed



**77%**

Average Maturity  
Score



**4**

Pillars  
Assessed



**21**

Industries  
Represented



# Before You Start

This report evaluates Experimentation Maturity, providing a comprehensive view of how structurally equipped an organization is to learn, make strategic decisions, and continuously improve over time.






## What Is experimentation maturity?

Experimentation maturity is a definitive measure of how developed, reliable, and deeply embedded a testing program is within its broader business operations.




**Why it matters:** Maturity shows exactly how ready an organization is to scale its growth consistently.

-  Teams with stronger maturity are inherently better at turning raw insight into immediate action.
-  Mature organizations seamlessly scale what works and brilliantly avoid the costly trap of reactive, random guesswork.

A highly mature experimentation program naturally displays the following traits:

-  Leadership confidently backs testing as an uncompromisable business priority.
-  Workflows are clearer, and everyone knows exactly who owns what.
-  Hypotheses are strictly driven by evidence and user research.
-  Metrics are well defined before a single test is launched.
-  Practitioners place trust in the data and tools relied upon daily.

## How to maximize value from this report

-  **Benchmark, do not judge:** These findings help in understanding the relative market positioning. A lower score simply highlights the most lucrative area for future investment.
-  **Read the pillars holistically:** A world-class software stack cannot fix a broken internal culture, and a great culture cannot scale if the data is untrustworthy. The real power comes from harmonizing all capabilities.
-  **Find the immediate next step:** Rather than getting overwhelmed by the final score, focus entirely on the specific "Practical Growth Pathways" outlined to unlock the next phase of scale.



# Research Method & Scoring

## Survey overview

This benchmark report is built on robust survey responses collected directly from 108 organizations utilizing the VWO platform. By collaborating with VWO Customer Success Managers, the survey ensured quality, context-rich self-assessments across a vast array of industries.

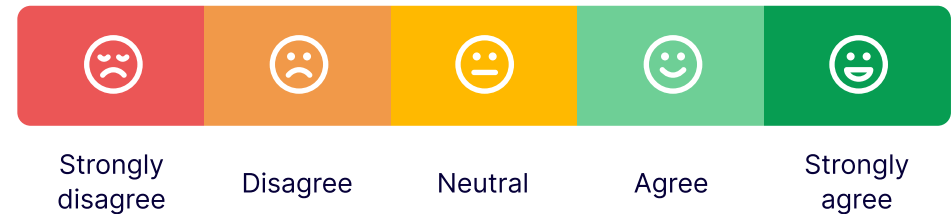
## The four pillars framework

To guarantee a comprehensive audit, maturity was assessed across four interconnected dimensions of capability. Here is exactly what was measured:

-  **Strategy and culture:** Measures leadership buy-in, budget dedication, learning culture, and strategic integration into roadmaps.
-  **People and skills:** Measures role clarity, analytical expertise, team bandwidth, and ongoing talent development.
-  **Methodology and process:** Measures hypothesis generation, A/B test workflow, prioritization frameworks, and results communication.
-  **Data and tools:** Measures data access, platform confidence, tool integration, and advanced segmentation practices.

## Scoring methodology

The assessment is built on 17 specific capability statements distributed across the four pillars. Respondents honestly evaluated organizational alignment with each statement using a 5-point Likert scale:



## How the score is calculated:

- **Overall maturity score (%):** The sum of all 17 Likert responses divided by the maximum possible score of 85, multiplied by 100.
- **Pillar scores (%):** The sum of Likert responses mapped specifically to that pillar divided by the maximum possible score for that pillar, multiplied by 100.
- **Rounding:** Some percentages may not add up to exactly 100% due to standard rounding conventions

All raw data is converted straight into clear percentages so organizations can effortlessly track performance against industry peers.

# Table of Contents

<b>01</b>	<b>Executive Summary</b>	<b>06</b>
<b>02</b>	<b>Experimentation Maturity Levels</b>	<b>09</b>
<b>03</b>	<b>The Four Pillars of Experimentation Maturity</b>	<b>10</b>
	<b>Pillar 1 Strategy and Culture</b>	<b>11</b>
	<b>Pillar 2 People and Skills</b>	<b>18</b>
	<b>Pillar 3 Methodology and Process</b>	<b>25</b>
	<b>Pillar 4 Data and Tools</b>	<b>32</b>
<b>04</b>	<b>AI in Experimentation</b>	<b>39</b>
<b>05</b>	<b>Industry and Segment Benchmarks</b>	<b>40</b>
<b>06</b>	<b>The Multiplier Effect: How Capabilities Boost Each Other</b>	<b>42</b>
<b>07</b>	<b>Practical Growth Pathways</b>	<b>43</b>
<b>08</b>	<b>Appendix</b>	<b>46</b>
<b>09</b>	<b>About VWO</b>	<b>51</b>

## CHAPTER 1

# Executive Summary

The VWO Experimentation Maturity Benchmark Report 2025-2026 is the definitive study of program health across the active user base. By engaging directly with leaders across 108 organizations, the report captures an accurate, real-world snapshot of where the industry is excelling or struggling, and what the highest-performing teams are doing well.

## Core survey metrics

To set the stage, here are the foundational numbers to know:

**77%**

### Overall average maturity score

The surveyed organizations are highly capable and motivated, comfortably sitting within the 'Strategic' operational tier.

**90%**

### Respondents at strategic or transformative levels

A massive majority of organizations confidently operate at the top end of the maturity spectrum, indicating a very high baseline of industry competence.

**86%**

### Teams adopting AI

Far higher than initial estimates, nearly nine out of ten teams actively leverage AI inside experimentation workflows right now.

**75%**

### Leaders prioritizing velocity

Three-quarters of all surveyed leaders explicitly stated that running more experiments is the absolute top goal for the coming year.

# Top 5 Data-Driven Insights from Our 2026 Survey



## INSIGHT 1

### The industry has matured rapidly.

Zero organizations were found operating at the 'Beginner' or 'Aspiring' levels. Experimentation is treated as a mandatory growth engine, not an optional hobby.



## INSIGHT 2

### Culture is the ultimate superpower.

Feeling safe to fail is the highest-rated capability across the entire board (85% Average Maturity Score). Organizations that remove the corporate stigma from negative test results run vastly bolder programs.



## INSIGHT 3

### Prioritization remains the biggest blind spot.

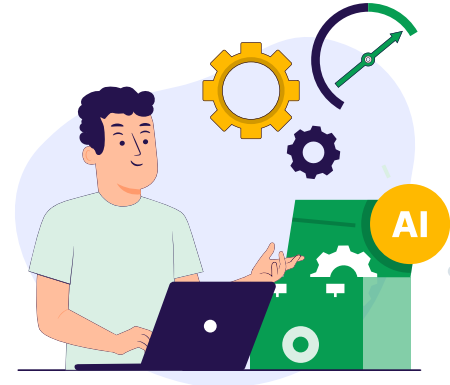
The use of formal prioritization frameworks scored the lowest of all 17 capabilities (61% Average Maturity Score). For an immediate competitive advantage, implementing an ICE or RICE scoring model is the fastest route to a higher ROI.



#### INSIGHT 4

### Velocity is the next frontier.

Despite sky-high maturity, 56% of organizations are still bottlenecked at running only 1-2 tests per month. Bridging this execution gap is the definitive challenge of 2026.



#### INSIGHT 5






### AI is completely rewiring workflows.

Teams are not just testing AI casually. It is relied upon heavily to unblock manual tasks, ranging from rapid copy generation to automated friction discovery inside session recordings.

## CHAPTER 2

# Experimentation Maturity Levels

Based on the scoring engine, here is where the participating organizations are seated right now.

Level	Score Range	% of Respondents	Snapshot
 Beginner	0-20%	0%	Laying the groundwork
 Aspiring	21-40%	0%	Ad hoc tests, minimal structure
 Progressive	41-60%	10%	Regular tests, growing consistency
 Strategic	61-80%	54%	Leadership-backed, data-driven programs
 Transformative	81-100%	36%	Experimentation as a core competency

## Key Insights

### The baseline has shifted

The fact that zero organizations scored below 40% proves that basic, ad-hoc "guesswork" testing has been effectively eradicated from modern businesses.

### A brilliant opportunity

If a team is currently operating in the 'Progressive' tier, it is in a fantastic position to quickly catch up simply by formalizing weekly workflows.

## CHAPTER 3

# The Four Pillars of Experimentation Maturity

Before diving into the individual findings, it is helpful to see exactly how the industry scored across the four core pillars of experimentation.

The data shows phenomenal strength in Strategy and Culture, meaning leadership buy-in is at an all-time high. The lowest score, People and Skills, perfectly highlights that the primary hurdle for growth is no longer securing a budget, but rather finding the right talent and bandwidth to execute.

### Strategy and Culture

Is experimentation supported by leadership, budget, and a culture of learning?

81%

### People and Skills

Do teams have the right roles, capabilities, and bandwidth to run experiments well?

73%

### Methodology and Process

Are experiments designed, prioritized, launched, and analyzed through a repeatable process?

75%

### Data and Tools

Do teams have access to trustworthy data, useful tools, and the technical setup needed to experiment confidently?

78%

## Pillar 1

# STRATEGY AND CULTURE

### Highest performing pillar

Strategy and Culture is the bedrock foundation of any successful program. The incredibly high scores here prove that visionary leadership and psychological safety are thriving across the board.



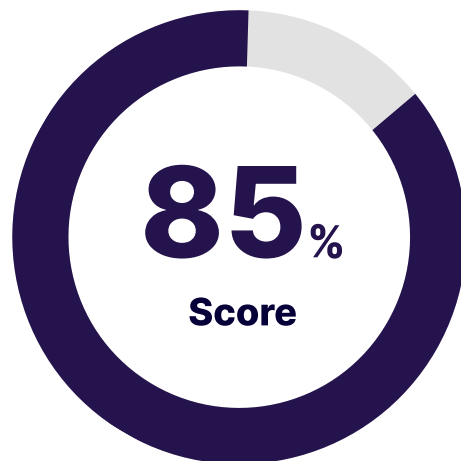
## Finding 1

# A culture of learning differentiates the best programs

★ Top Score

Key capability assessed

Accepting failed experiments as learning opportunities



## Key Insights

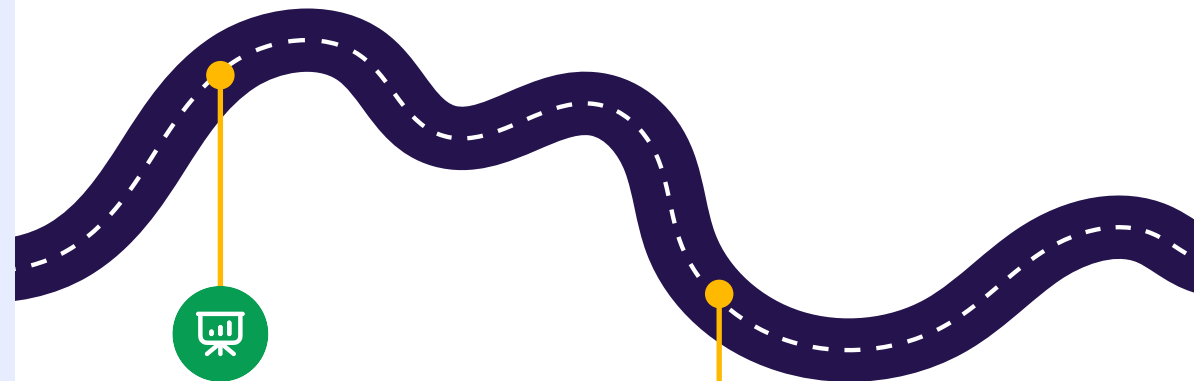
1

Teams that successfully remove the corporate stigma from "failed" tests inherently run bolder, more creative, and highly impactful experiments.

2

Proving a hypothesis wrong is a massive victory! It often saves the company from rolling out incredibly costly mistakes to the entire user base.

## Growth Pathway



**Celebrate the learnings:** Continue framing every single test result, whether a win or a loss, as a victory for organizational learning.



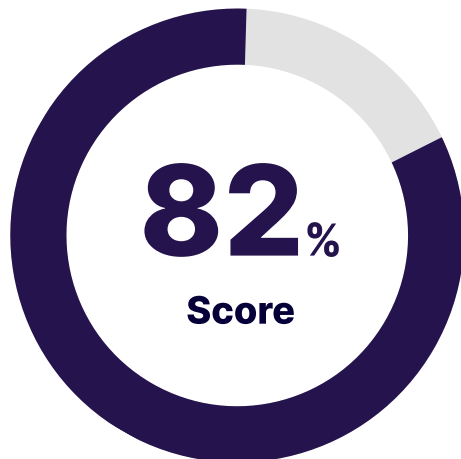
**Build a knowledge hub:** Create a widely shared test repository to capture and revisit these learnings over time.

## Finding 2

# Leadership alignment is a powerful multiplier

### Key capability assessed

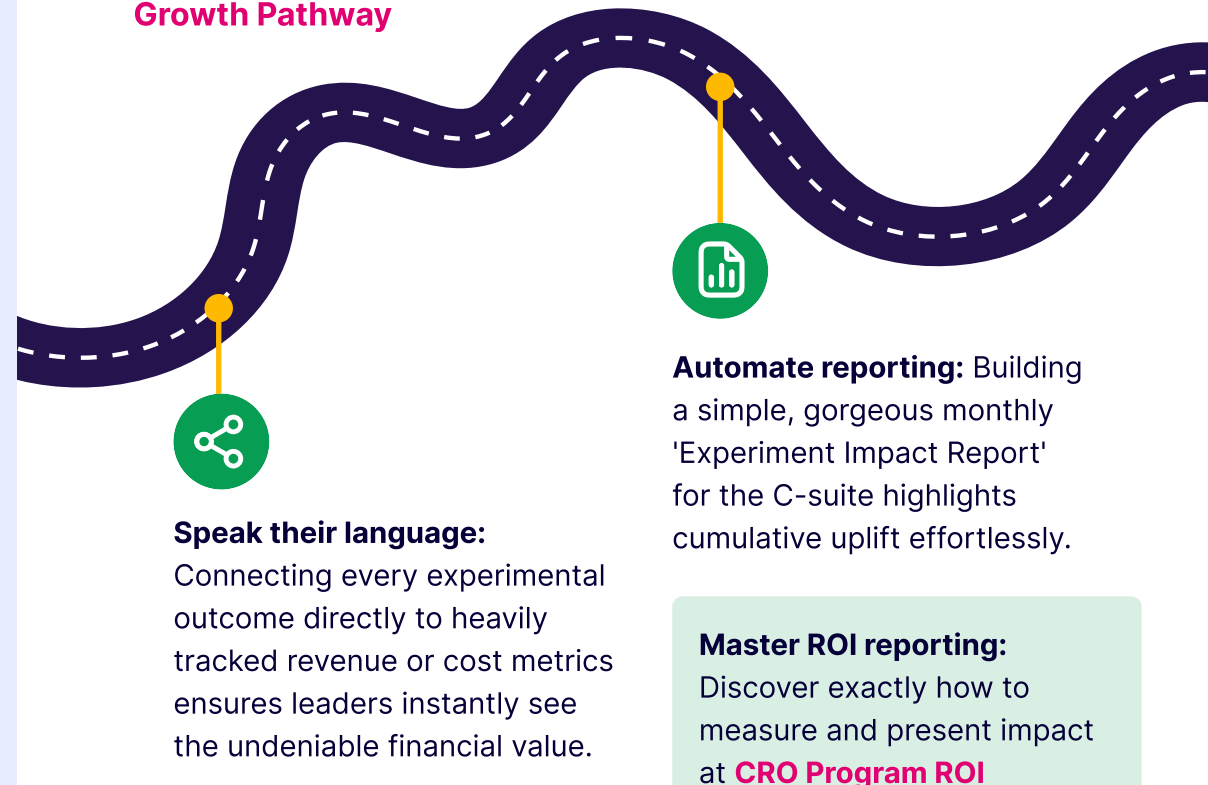
Senior leadership supports experimentation as a business priority



### Key Insights

- 1 Executive alignment permanently breaks down silos.
- 2 When leadership actively sponsors testing, practitioners receive the empowering air cover needed to test high-impact changes across the entire customer journey.
- 3 This high-level support naturally bypasses departmental bottlenecks, allowing teams to move with incredible agility.

### Growth Pathway



“

You can have autonomy, but without alignment, it leads to chaos. And if you have alignment without autonomy, it leads to bureaucracy. So we **define goals top-down on what we want to achieve**, but in terms of how we achieve those goals, that's left to the team to decide.



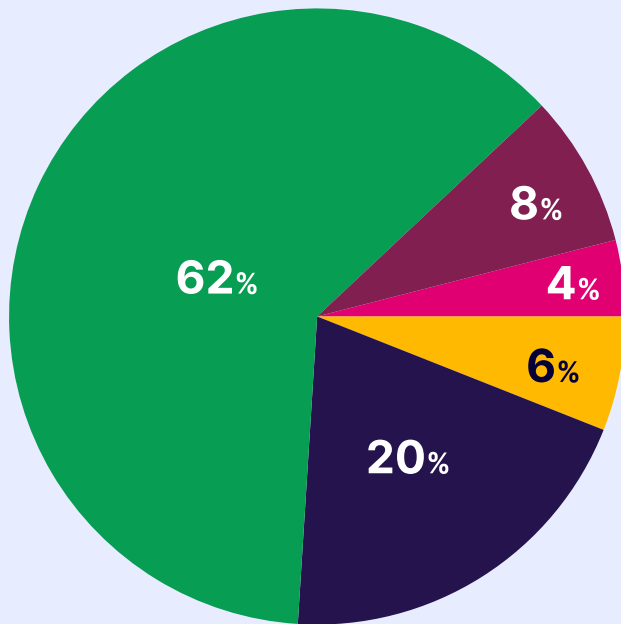
**Sourabh Gupta**

SVP, Product & Design, Flip

🔊 Listen to the full interview [here](#)

### Finding 3

## Dedicated budgets Are stable and growing



Increased significantly

Decreased slightly

Increased slightly

Decreased significantly

Remained the same

### Key Insights

- 1 Experimentation is officially viewed as a protected, core business asset.
- 2 Even in fluctuating economic climates, an overwhelming majority of leaders (88% combined) protect or expand testing budgets.
- 3 Leaders understand that investing in optimization is a primary driver of risk mitigation and long-term revenue growth.

### Growth Pathway



**Prove the safety net:** Confidently documenting the "cost of not testing" shows stakeholders exactly what blindly shipping untested changes costs versus the safety of A/B testing them first.

**Secure the budget:** Learn the art of strategic funding with the guide to [CRO Budget Planning](#)

“

There's a famous quote by Dan Kennedy: "Whoever can spend the most money to acquire a customer wins." In today's world, I believe this can be adapted to, "Whoever can spend the most resources to experiment, turn failures into learnings, and apply them wins."



**Gladwin Ngo**

VP of Growth, Crimson Education

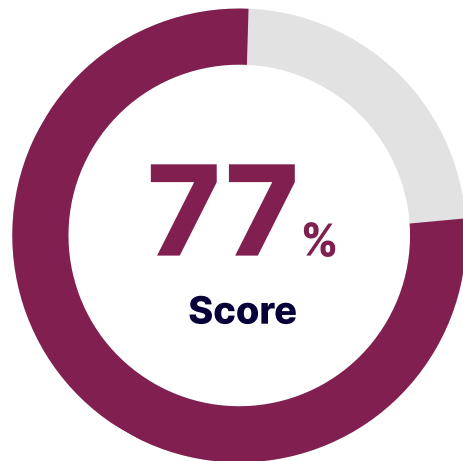
 Read the full interview [here](#)

## Finding 4

# Strategic integration offers an exciting next step

### Key capability assessed

Experimentation integrated into long-term company strategy



## Key Insights

- 1 Organizations perform phenomenally well at day-to-day tactical testing.
- 2 However, elevating experimentation from an operational tactic to a forward-looking strategic compass remains an exciting frontier for highly mature programs.

## Growth Pathway



**Bridge the gap:** Establishing a quarterly ritual where all major experimentation learnings are reviewed directly during product roadmap planning sessions bridges the gap.

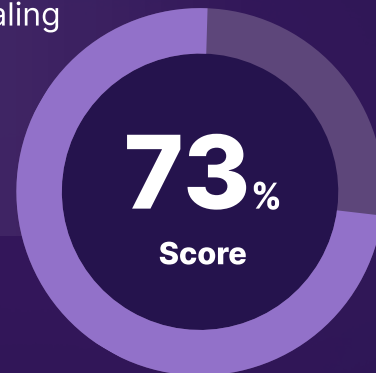
**Connect insights to strategy:** See how the [VWO Platform](#) links test data to long-term growth roadmaps.

# PEOPLE AND SKILLS

## High growth opportunity

Even with world-class tools, an experimentation program lives and dies by the talent executing it.

This pillar clearly maps where scaling programs hit human roadblocks, providing the perfect blueprint to solve them.

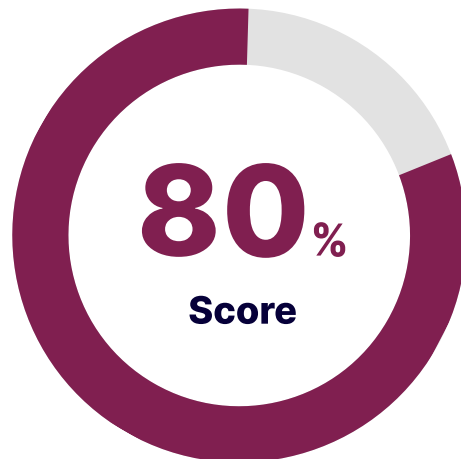


## Finding 5

# Role clarity serves as a critical strength

### Key capability assessed

Clarity on roles and responsibilities within experimentation teams



## Key Insights

- 1 When practitioners intimately understand specific lanes, workflows accelerate naturally.
- 2 High role clarity removes the friction of overlapping responsibilities.
- 3 This clarity allows even the leanest teams to punch above their weight class and launch tests faster.

## Growth Pathway



**Formalize handoffs:** Documenting team dynamics clearly and establishing friendly Service Level Agreements (SLAs) for each role (e.g., development time vs. QA time) maintains fantastic momentum.

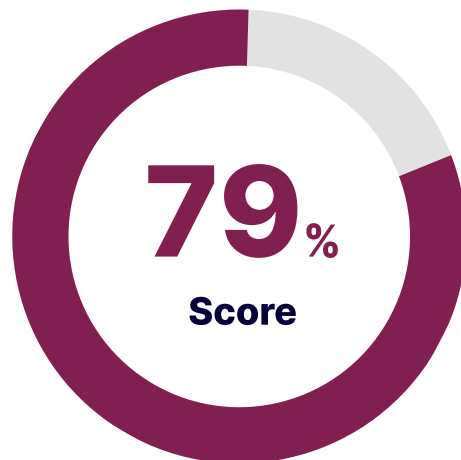
**Make collaboration effortless:** Set up dedicated team roles using [VWO Role-Based Access Control](#)

## Finding 6

# Analytical skills are solid and ready to scale

### Key capability assessed

Skills in hypothesis generation and statistical analysis



## Key Insights

- 1 The industry's baseline analytical skills are strong and dependable.
- 2 This rigor in experiment design prevents false positives.
- 3 Strong analytical foundations deeply reinforce leadership's trust in the data that the testing team provides.

## Growth Pathway

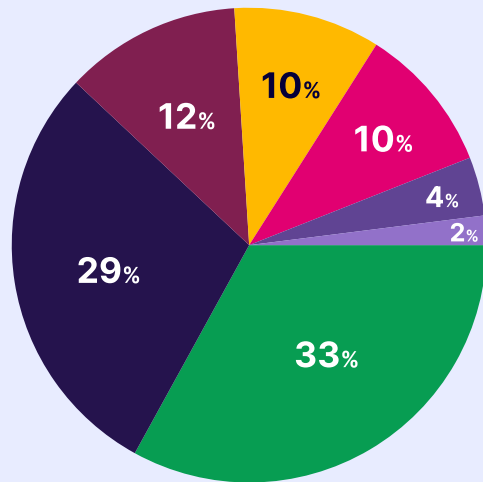


**Democratize knowledge:** Running collaborative hypothesis critique sessions before major launches gently upskills the broader non-technical team members.

**Make stats intuitive:** Lean into the Bayesian engine to make analytics simple for everyone. Learn more at [VWO SmartStats](#)

## Finding 7

# Lean teams are driving immense value



■ Single-handedly managed (One person handling all testing)

■ One team handles testing for everyone

■ A dedicated team, with support from an external agency

■ A central team supports different teams with testing

■ Testing happens in separate teams (silos)

■ No dedicated team

■ An agency runs experiments for us

## Key Insights

1

There is absolutely no need for an enterprise team to drive highly sophisticated results!

2

Because lean setups currently manage the lion's share of global testing (over 60% combined), human bandwidth naturally becomes the bottleneck capping velocity.

## Growth Pathway



**Unblock the team:** Embracing accessible no-code testing tools unblocks non-technical marketing and product team members, empowering them to launch simple tests independently!

**Scale output:** Discover how fast tests can launch using the [VWO Visual Editor](#)



"An important consideration when establishing an in-house experimentation team is, of course, the structure of the team itself. It's rare to find someone who has deep expertise across statistics, product design, web development... the list goes on, and it would also be unfair to expect all of this from one (super) human being.

However, finding someone with a strong growth mindset is much more attainable. CRO is a cross-disciplinary field, so it's important to recruit people who understand this and are passionate about development. For your first hire, look for someone with experience using data to drive business impact and with a strong focus on the customer's perspective - that's a winner."



**Phillip Wang**

Head of eCommerce, APAC, Kaspersky, China

 Read the full interview [here](#)

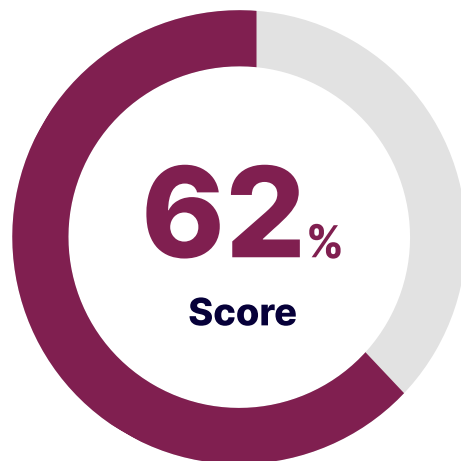
## Finding 8

# Fostering internal talent is a key lever

Lowest in pillar

Key capability assessed

Ability to hire or develop skilled experimentation professionals



## Key Insights

- 1 The multidisciplinary skill set required for true experimentation (data analytics, UX intuition, and statistical knowledge) makes external hiring uniquely challenging.
- 2 The most successful, fast-moving organizations bypass this hiring headache entirely by passionately mentoring and cross-training existing, eager staff.

## Growth Pathway



**Build from within:** Shifting away from external hiring solves bandwidth issues. Building a rewarding internal mentorship program that pairs existing data analysts directly with creative teams organically cross-trains the talent pipeline.



"One of the most effective ways to drive alignment is by shifting the focus from team-based KPIs to shared business metrics. Setting a consolidated KPI, whether it is revenue per visitor, cost per acquisition, or customer lifetime value, creates a unified definition of success. Without this, collaboration remains vague and integrated actions struggle to gain momentum. If I had to choose one KPI, it would be Customer Lifetime Value. In a landscape where acquisition costs continue to rise, measuring LTV allows brands to prioritize sustainable growth rather than chasing conversions at any cost."



**Jin Ma**

Director of Experience, Dentsu

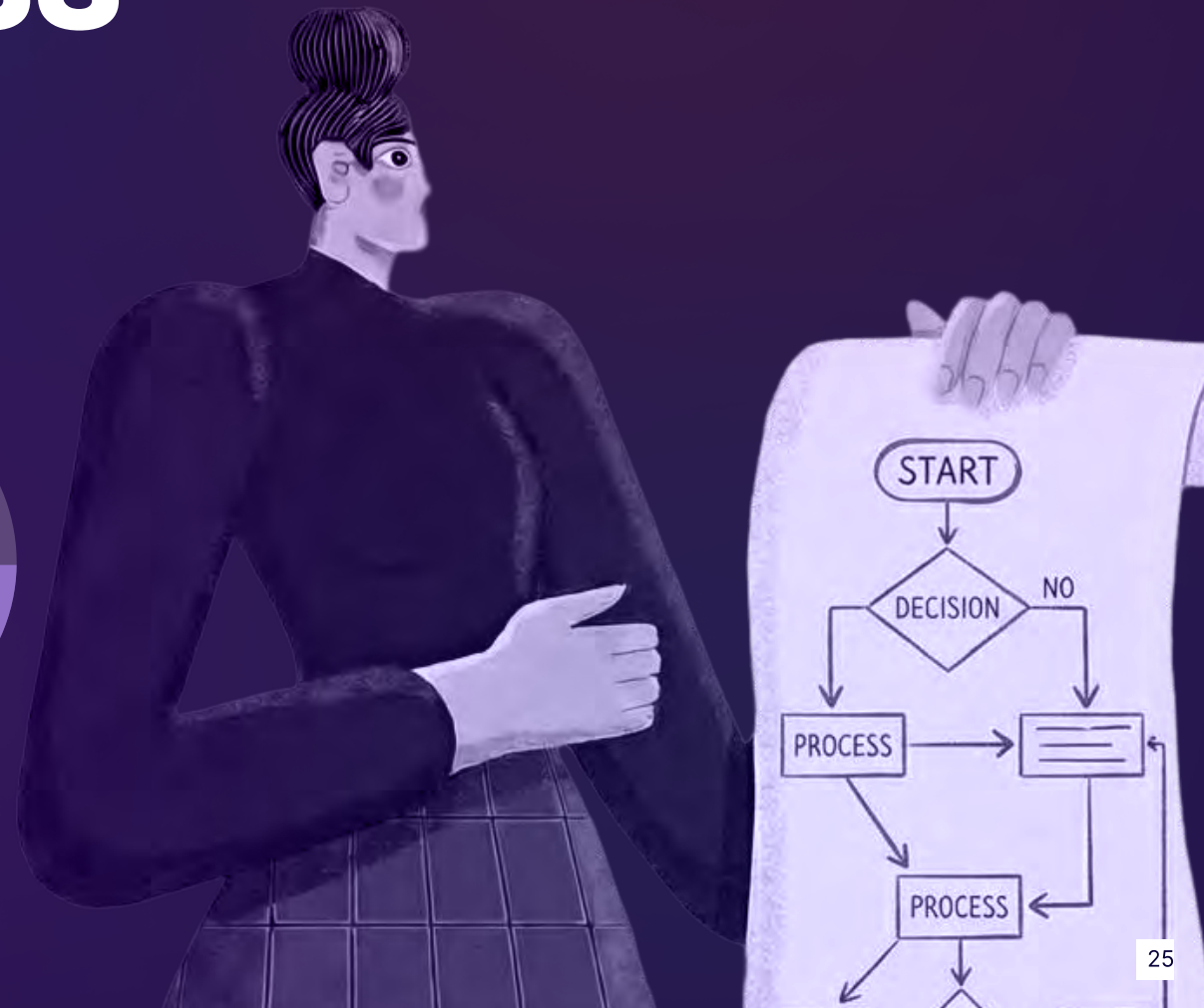
 Read the full interview [here](#)

## Pillar 3

# METHODOLOGY AND PROCESS

Methodology is the operational heartbeat that separates a few lucky wins from a systematic, predictable engine of growth.

**75%**  
Score



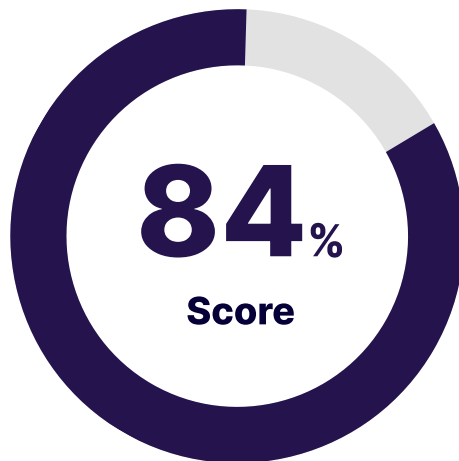
## Finding 9

# A/B test design - Metric definition drives reliable results

Highest in pillar

Key capability assessed

Defining clear metrics before launching experiments



## Key Insights

1

High discipline in pre-launch metric definition saves teams from the effects of confirmation bias and "data-dredging."

2

By establishing success criteria upfront, organizations ensure that learnings are objective and scientifically sound.

## Growth Pathway



**Set the bar:** Formalizing a Minimum Detectable Effect (MDE) threshold during the metric definition phase sets clear expectations on what constitutes a meaningful win.

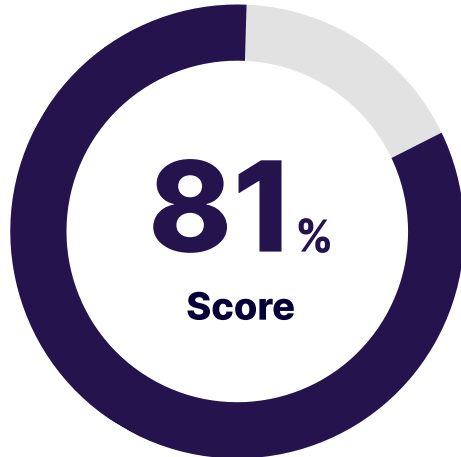
**Lock in KPIs:** Read the best practices on [setting up metrics in VWO](#)

## Finding 10

# Communicating A/B test results to stakeholders

Key capability assessed

Presenting results in a structured, accessible format



## Key Insights

- 1 Data is only valuable if it is clearly understood.
- 2 Teams excelling at translating complex statistical outcomes into digestible business narratives receive more cross-functional support and budget approvals over time.

## Growth Pathway



**Speak to the business:** Including financial impact estimates right alongside statistical metrics (like p-values), drives executive engagement.

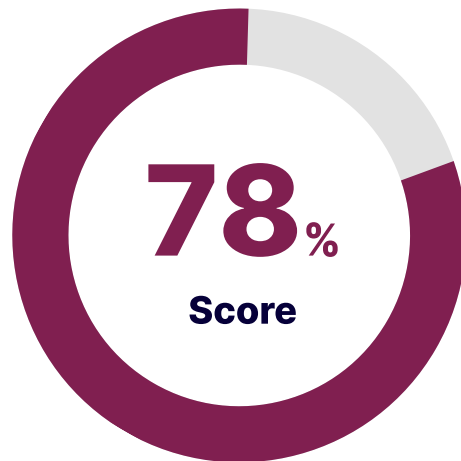
**Master the narrative:** Explore the guide on [interpreting an A/B test report](#)

## Finding 11

# Experiment workflow - Idea to analysis

### Key capability assessed

Well-defined and repeatable workflow from idea to analysis



## Key Insights

1

A standardized, repeatable workflow is the key to permanently escaping the "ad-hoc" trap.

2

Teams with documented processes scale across departments without dropping quality or speed.

## Growth Pathway



**Track the time:** Setting time-box targets for each stage of the workflow (Ideation > Build > QA) spots and clears bottlenecks before they slow progress.

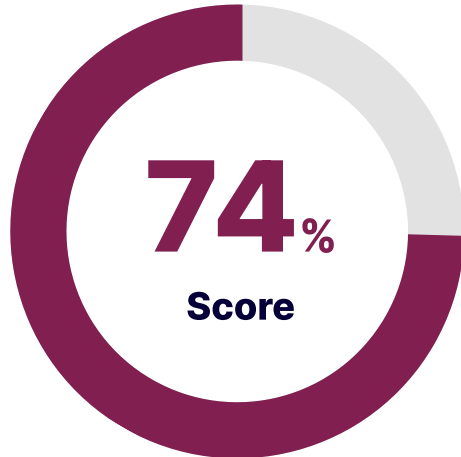
**Centralize the pipeline:** See how [VWO Plan](#) centralizes the entire workflow from idea to execution.

Finding 12

# Hypothesis generation frameworks

Key capability assessed

Using formal processes to generate hypotheses



## Key Insights

- 1 Throwing random ideas at the wall is expensive and inefficient.
- 2 Teams using formal hypothesis frameworks (grounded in heatmaps and session recordings) extract more ROI from traffic allocations.
- 3 Every test should be designed to answer a specific behavioural question.

## Growth Pathway



**Demand evidence:** Enforcing a rule that no test enters the build queue without an observed behavioural friction point clearly backing the hypothesis demands evidence.

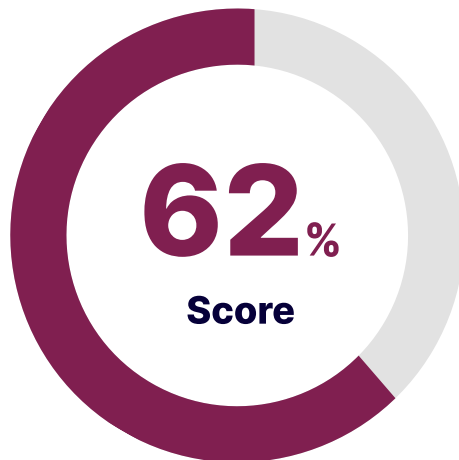
**Turn data into ideas:** Uncover hypotheses automatically using [VWO Insights](#)

## Finding 13

# Prioritization frameworks - The quick win

### Key capability assessed

Using prioritization  
frameworks (ICE, RICE, etc.)



## Key Insights

- 1 The staggering drop to a 61% maturity score for prioritization shows that teams default to testing "whatever is easiest to build" rather than what holds the true impact.
- 2 Without a structured system, organizations miss out on high-effort, high-reward opportunities.

## Growth Pathway



**Start scoring today:** Using simple ICE scoring creates an immediate impact. Rate every idea 1-10 on Impact, Confidence, and Ease. Multiply and rank! Using this practice elevates the entire program.

**Test what matters:** Learn about [scoring your ideas on Confidence, Importance, and Ease](#).



"Clients come to us with their bucket of spaghetti - their bucket of ideas, tests, initiatives, whatever it might be. There are no frameworks to prioritize or work on anything. This is a terrible method for testing programs, and really for prioritization in general. A research model can help outline what research to conduct and where, and prioritization will help you act on those research insights. This is what leads to those big results - getting things moving up and to the right."



**Haley Carpenter**

Founder, Chirpy

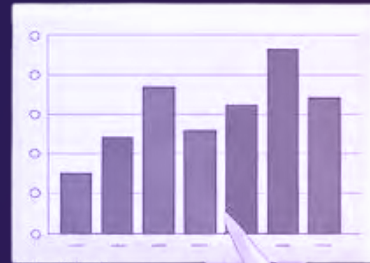
 Watch the full webinar [here](#)

## Pillar 4

# DATA AND TOOLS

Technical foundations dictate velocity. When data flows flawlessly, practitioners spend time uncovering insights rather than wrangling spreadsheets.

**78%**  
Score

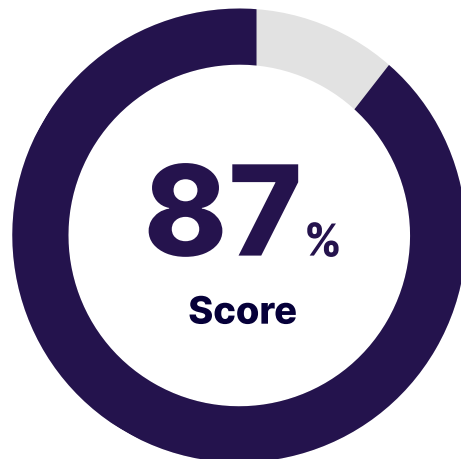


## Finding 14

# Unprecedented access to vital data

### Key capability assessed

Team access to raw data, heatmaps, and session recordings



## Key Insights

- 1 The democratization of data across the industry is an achievement!
- 2 When teams view rich behavioural data, they bypass lengthy data-request queues and pinpoint user friction areas independently.

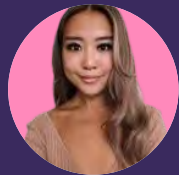
## Growth Pathway



**Make it collaborative:** Turn data access into an interactive team activity by hosting monthly 'Data Discovery' sessions, allowing the team to crowdsource test ideas directly from raw session recordings.




"Democratizing testing is inherently a philosophical shift at its core. It's about building cultural levers within your organization where people feel less intimidated. First, strip away the jargon, which many A/B testing practitioners can fall into without realizing it. Make your tools as invisible as possible, because when you look under the hood of an experimentation stack, it can be very daunting. Any team member can launch an A/B test while all the data collection and statistical interpretation run in the background. Non-technical team members don't even have to know how it works, they can just see results."



**May Chin**

Product Lead, TOKEN2049

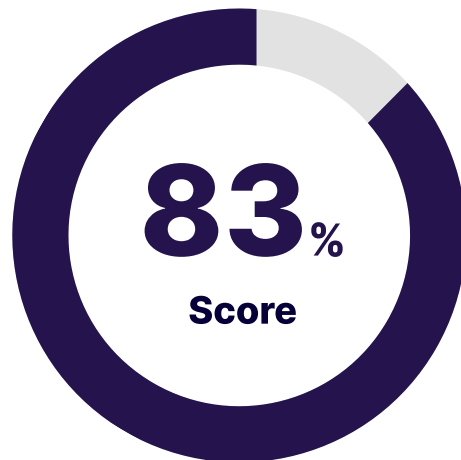
 Listen to the full interview [here](#)

## Finding 15

# Deep trust in platform data quality

Key capability assessed

Confidence in the accuracy of the VWO report data



## Key Insights

- 1 Data confidence is the ultimate enabler of test velocity.
- 2 Because teams trust reporting engines, they act decisively on results without re-running identical tests due to skepticism.

## Growth Pathway



**Own the impact:** Leveraging this confidence drives meaningful conversations with finance, linking experimental uplift to the overall company P&L!

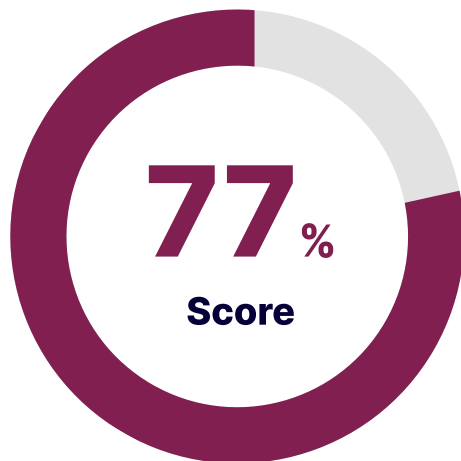
**Trust the numbers:** Explore success stories demonstrating [VWO users' trust in data accuracy.](#)

## Finding 16

# Tool integration is streamlining operations

Key capability assessed

Integration between analytics suites (GA4, GTM) and VWO



## Key Insights

1

Seamless data flow across the tech stack eliminates the agony of manual data exports.

2

Connected tools mean practitioners spend valuable time discovering meaningful insights, not simply formatting data.

## Growth Pathway



**Close the loop:** Fully automating data flows straight into the primary analytics platform provides real-time experiment performance visibility.

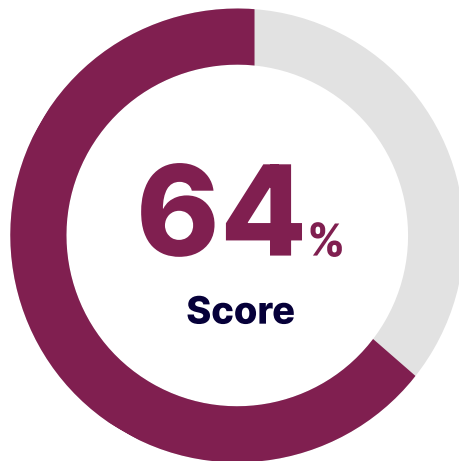
**Connect the stack:** Browse one-click connections at [VWO Integrations](#)

## Finding 17

# Advanced segmentation - The next frontier of insight

Key capability assessed

Regular use of detailed segmentation-based insights



## Key Insights

- 1 Looking at the overall, aggregated test results leaves money on the table.
- 2 Regular audience segmentation frequently reveals hidden wins. A variation appearing 'neutral' overall might drive a double-digit lift for high-value returning mobile users!

## Growth Pathway



**Standardize the slice:** Implementing a mandatory, non-negotiable segmentation checklist during analysis and slicing every major test outcome by device type, new vs. returning users, and top traffic sources uncovers massive value.

→ **Find hidden gold:** Learn how to uncover deep insights with [understanding VWO Segments](#)




"AI is actually one of the finest tools, like a surgeon uses a scalpel for very precise cuts. Our devs have used it to generate experiment variants in minutes, which used to take around a week. The quality of hypothesis generation has improved because AI identifies micro-segmentation and behavioral clusters that humans often miss. It is not just accelerating experiments, but elevating them from incremental A/B tests to strategic foresight tools."



**Arshdeep Singh**

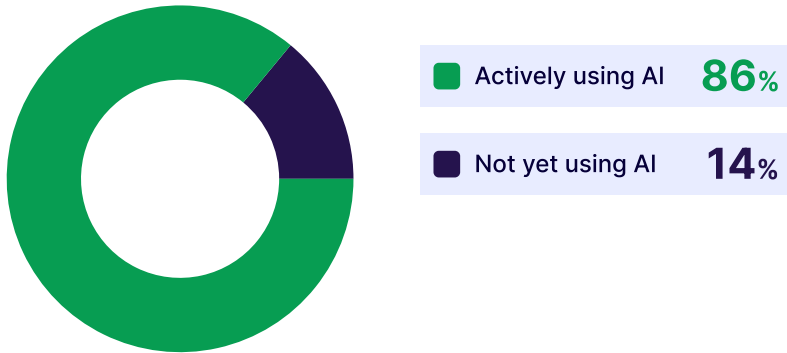
AI Program Manager, Nasscom

 Listen to the full interview [here](#)




## CHAPTER 4

# AI in Experimentation

AI has decisively crossed the threshold from a novelty buzzword into a critical, everyday tool for execution.



### Key Insights:

-  AI is currently utilized as a bandwidth multiplier.
-  The data clearly shows that AI does not replace experimentation expertise; it amplifies it.
-  For the 14% of teams still on the sidelines, using AI to handle routine variation generation is the fastest way to boost test velocity without adding headcount.

## How AI is transforming workflows



~**43%** of teams

### Idea & variation generation

Organizations rely heavily on AI to rapidly spin up diverse copy and design iterations, eliminating hours of tedious creative setup.



~**39%** of teams

### Behavior analysis

By running session recordings through AI summaries, teams pinpoint user friction immediately without watching hours of manual video replays.



~**25%** of teams

### Analysis & reporting

AI is seamlessly drafting digestible, executive-ready stakeholder reports straight from complex statistical outputs

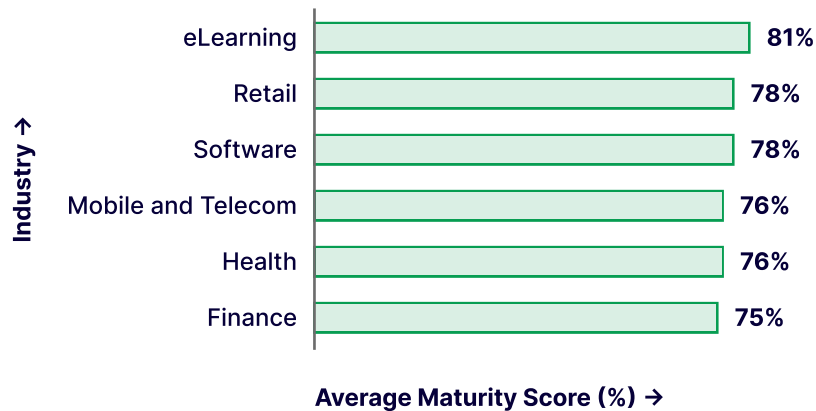
**Scale with AI today:** Explore the future of testing at [VWO AI features](#)

## CHAPTER 5

# Industry and Segment Benchmarks

To understand program health, the data was cross-analyzed against specific team structures, tenures, and sectors.

### Maturity by Top Industry



### Key Insights

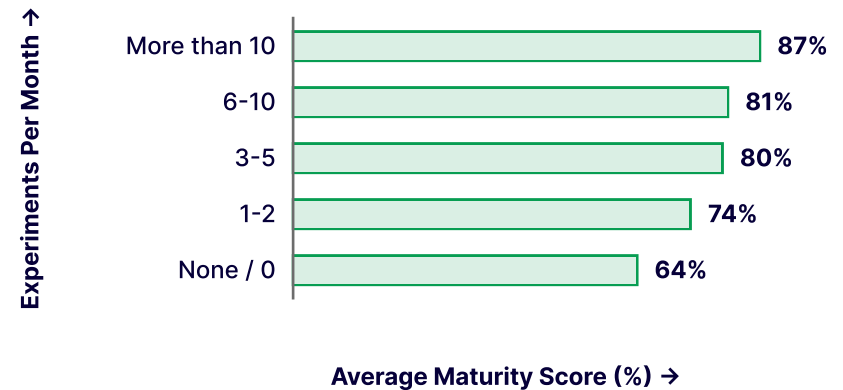
1

Sectors built around high-volume digital transactions (like eLearning and Retail) mature significantly faster due to the sheer velocity of data received.

2

Conversely, heavily regulated spaces like Finance and Health sit slightly lower because necessary, rigorous compliance checks slow rapid test rollouts.

### Experiment Velocity vs. Maturity Score



### Key Insights

1

Velocity and maturity operate as a powerful reinforcing flywheel!

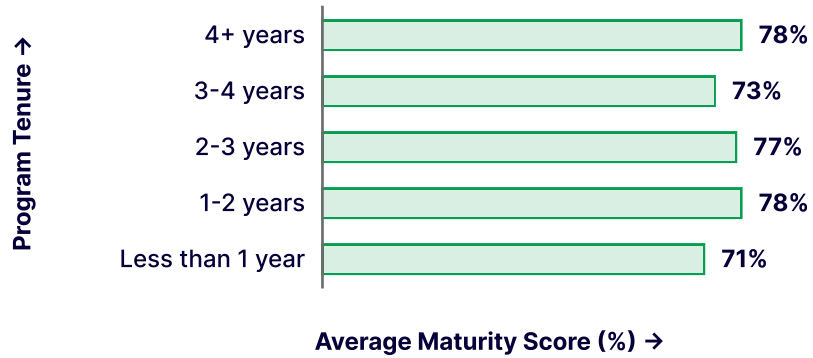
2

Running more tests forces a team to clear bottlenecks, tighten workflows, and improve tooling.

3

Moving from 1 to just 3 tests a month triggers an immediate, noticeable 6-point surge in overall team maturity.

## Experimentation Tenure vs. Maturity Score

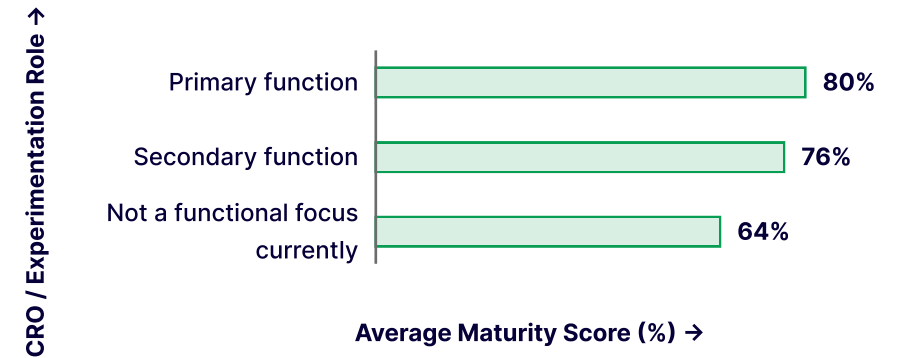


### Key Insights

**1** Programs experience a rapid surge in maturity during the first 24 months as excitement is high and core platforms are eagerly adopted.

**2** The organizations successfully bounced back in year four, reinvesting in structural frameworks and advanced training.

## CRO as Primary vs. Secondary Function



### Key Insights

**1** Commitment demands excellence. Organizations treating CRO as a primary function enjoy a 4% advantage over those treating it as a secondary function and a 16% advantage over those where it is not a functional focus.

## CHAPTER 6

# The Multiplier Effect: How Capabilities Boost Each Other

When looking closely at how variables interact, several exciting correlations emerge that offer a blueprint for rapid scale.

## The cross-pillar synergies



**Leadership support is the ultimate catalyst:** Teams reporting high executive alignment consistently score higher across every other metric! Active sponsorship dissolves departmental friction and unleashes operational speed.



**Data access supercharges ideation:** Organizations with deep access to raw heatmaps and session data show higher scores in hypothesis generation quality. When teams see the friction, they design sharper tests.

## The velocity gap paradox

An operational bottleneck emerged. Over half of the organisations (56%) currently run only 1-2 experiments per month. Yet, 75% of these same organizations stated that "increasing test velocity" is the top priority over the next year.

**What is holding them back?** When asked about scaling challenges, **55% of respondents pointed to limited bandwidth and human resources.**



Since the data shows these programs already possess high quality (evidenced by high maturity scores), the solution to scaling quantity lies in the adoption of prioritization frameworks (which currently sits at a low 61% maturity score).



When bandwidth-constrained, an ICE scoring model ensures that limited developer hours are spent on tests with the highest probable revenue impact, boosting team efficiency and velocity simultaneously!

## CHAPTER 7

# Practical Growth Pathways

Based on this cross-industry dataset, here are the action-driven steps to take today to provide actionable momentum.



## For progressive organizations

### 41 to 60 percent maturity

**Profile:** These organizations have a baseline that demonstrates value. Tests are likely running somewhat sporadically, but the foundation is solid. Systematization is the next rewarding frontier.

## Immediate next Sseps:



**Launch an idea intake form:** Replace random chat messages with a standardized form requiring the observed user friction and expected outcome for every submitted idea.



**Enforce the ICE model:** Add three columns to the testing backlog (Impact, Confidence, Ease), and refuse to build any test that has not been scored to filter out low-value requests.



**Create a "minimum viable" QA checklist:** Document a 5-step checklist covering cross-browser checks and goal tracking, and make sure this is ticked off before any traffic is split, which eliminates basic technical errors.



**Start the learning log:** Create a shared spreadsheet or wiki where every concluded test is documented with what won, what lost, and why it happened, making insights accessible to the entire organization.







## For strategic organizations

### 61 to 80 percent maturity

**Profile:** These organizations' programs are trusted by leadership and consistently deliver statistically significant results. These teams are ready to scale velocity and maximize insight depth across wider audiences.

### Immediate next steps:

-  **Upgrade to RICE scoring:** Graduate from ICE to RICE by factoring in "Reach" to refine focus. A great idea on a low-traffic page is less valuable than a good idea on a homepage, adjusting backlog priorities accordingly.
-  **Mandate advanced segmentation:** Update the analysis workflow and don't declare a test a "loser" until the data is sliced by mobile versus desktop, new versus returning, and the top three traffic sources to uncover hidden insights.
-  **Deploy AI for variation scaling:** Pick a copy-based test (like a hero headline) and use AI tools to generate 5 distinct emotional variants (urgency, social proof, scarcity, etc.), which increases the chances of finding a winner without tapping copywriters.
-  **Bridge insights to product:** Book a recurring 15-minute slot in the monthly Product and Engineering all-hands meeting and present the biggest user behavior findings that directly influence the upcoming development roadmap.



## For transformative organizations

### 81 to 100 percent maturity

**Profile:** These organizations are operating as an industry leader; the challenge is maintaining this momentum while scaling the testing mindset entirely across the broader enterprise to ensure every department operates on data.

### Immediate next steps:



**Build an internal Center of Excellence (CoE):** Shift the core team's role from "doing the testing" to "enabling the testing", creating guardrails, templates, and certification processes so marketing, product, and CX teams can safely launch independent tests.



**Set enterprise-wide OKRs:** Move beyond tracking the core team's test velocity and setting a company-wide goal for the percentage of product releases that are validated through an A/B test before full deployment.



**Pioneer AI predictive analysis:** Integrate AI tools to automatically scan session recordings and heatmaps to proactively flag user frustration points before they impact conversion rates.



**Become an industry standard:** Solidify the team's reputation by co-authoring case studies, speaking at growth webinars, and publishing testing frameworks to the broader community, establishing the team as an industry leader.

# Key Glossary Terms

## A/B Test

A controlled test that compares two versions of an experience to see which performs better

## Control

The original existing version used as the baseline for comparison against variations.

## Conversion Rate

The percentage of users who successfully complete a desired business action

## CRO

Conversion Rate Optimization, the overarching, powerful practice of systematically improving conversion performance

## Heatmap

A visual representation revealing exactly where users enthusiastically click, scroll, or interact on a page

## Hypothesis

A clear, data-backed prediction mapping exactly what change will improve a metric and why

## MDE

Minimum Detectable Effect - The absolute smallest performance uplift a test is designed to reliably detect

## Segmentation

The brilliant practice of breaking results down by audience groups (device, region, new vs. returning) to find hidden insights

## Session Recording

A fascinating replay of real user sessions that helps teams instantly spot painful UX friction

## Statistical Significance

A robust mathematical measure confirming that a result is highly unlikely to be caused by random chance

## Test Velocity

The total number of high-quality experiments successfully launched in a given period

## Variation

The creatively changed version being actively tested against the control

## Appendix

# Respondent Attributes

### Distribution of Maturity Levels

Maturity Level	Score Range	% of Respondents
Beginner	0 to 20%	0%
Aspiring	21 to 40%	0%
Progressive	41 to 60%	10%
Strategic	61 to 80%	54%
Transformative	81 to 100%	36%

### Maturity by Top Six Industries

Industry	Avg. Maturity Score (%)
Retail	78%
Health	76%
Software	78%
Finance	75%
Mobile and Telecom	76%
eLearning	81%

### Years Running Experiments

Program Tenure	% of Respondents
Less than 1 year	13%
1-2 years	27%
2-3 years	20%
3-4 years	7%
4+ years	32%

### Testing Team Structure

Team Structure	% of Respondents
Single-handedly managed	33%
One team handles testing for everyone	29%
Dedicated team with agency support	12%
Central team supporting multiple teams	10%
Separate teams in silos	10%
No dedicated team	4%
An agency runs experiments	2%

## Monthly Experiment Volume

Experiments Per Month	% of Respondents
None or 0	4%
1-2	56%
3-5	30%
6-10	4%
More than 10	6%

## Budget Trend Year Over Year

Budget Change	% of Respondents
Increased Significantly	6%
Increased Slightly	20%
Remained the Same	62%
Decreased Slightly	8%
Decreased Significantly	4%

## How Organizations View CRO / Experimentation

Organizational View	Avg. Maturity Score (%)	% of Respondents
Primary function	80%	37%
Secondary function	76%	56%
Not a functional focus currently	64%	6%

## Top Challenges Being Addressed to Scale Programs

Challenge	% of Respondents
Scaling team bandwidth and resources	55%
Accelerating test velocity and experiment volume	37%
Enhancing the measurement of impact and ROI	23%
Expanding and upskilling the experimentation team	21%
Systematizing high-quality hypothesis generation	15%
Securing additional budget and funding	15%

## Top Improvement Priorities (Next 6 to 12 Months)

Priority	% of Respondents (out of 100%)
Increase number of experiments and improve velocity	75%
Strengthen processes, prioritization, and workflow	41%
Improve hypothesis generation and ideation	34%
Improve measurement of impact and ROI	33%
Improve data quality and tracking	25%
Build a culture of learning and failure	19%
Improve statistical / analytical skills	19%
Better integration across tools	19%
Build or hire a dedicated experimentation team	12%
Increase leadership alignment / buy-in	9%

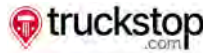
# Key Participating Organizations



WOXER



TheKoinClub.



MIKUTA



AMERANT BANK



willow



# The Team Driving This Year's Maturity Assessment

## VWO Customer Success Managers



Jinal Shah



Apoorva Kamath



Vishaal Sharma



Arun Nair



Vikas Joshi



Claudia Fajkarz



Mandeep Singh



Manas Nayak



Celso Lacerda



Jomol Varughese



Akanksha Mehta



Siddhant Salil



Shilpa Bharti



Sanat Shrivastava



Siddhant Savant



Rashika Kaul



Shruti Hulgeri



Priyanka Kasture



Nishchay Tewari



Nishant Madgeri



Mehul Dave



Madhav Sharma



Lucas Canibal



Laura Rodriguez



Anu Singh



Akshay Agarwal



Alok Gupta

## VWO Product Team



Mahek Mahendra Shah

Director, Product Management



Mayank Jha

Senior Product Manager



Vikas Joshi

Group Manager - EMEA  
Product Management Intern



Sourav Singh

Product Management Intern

# About VWO

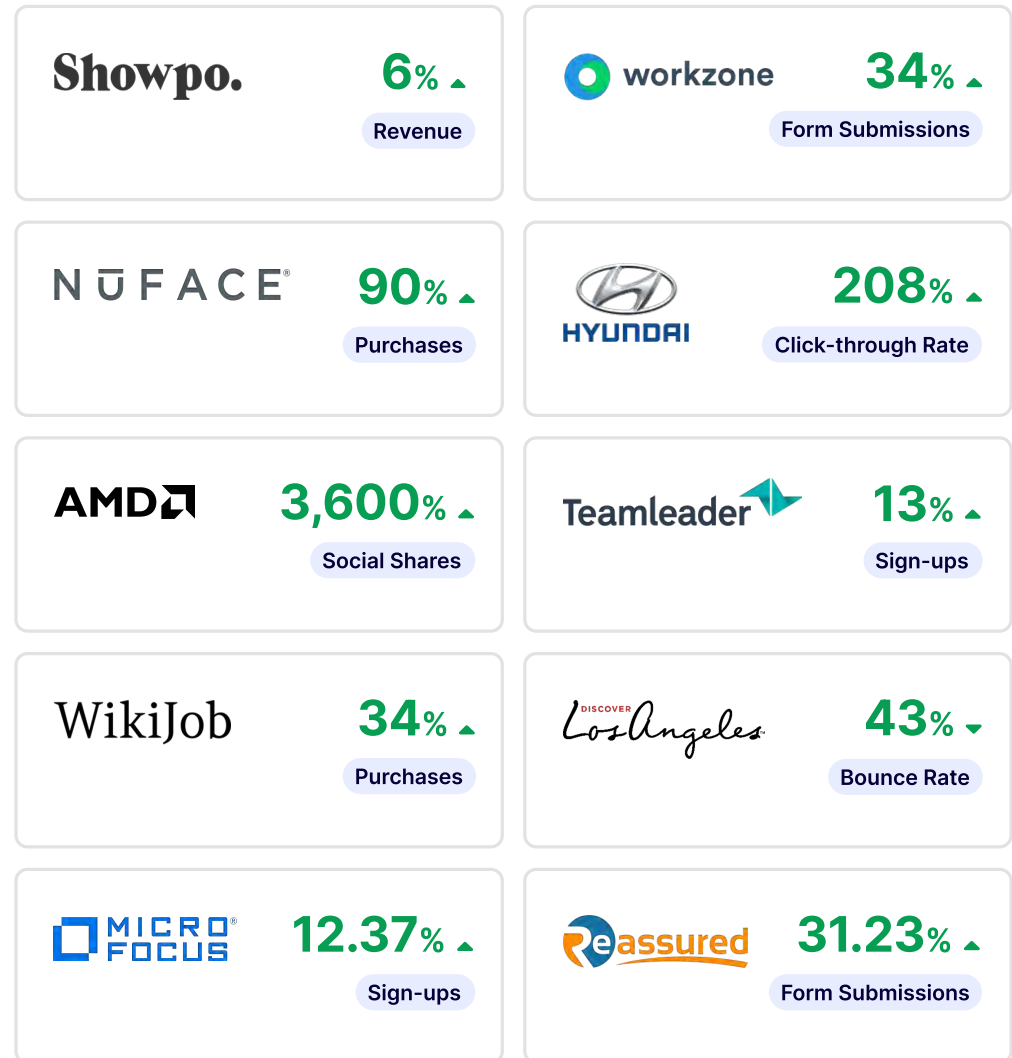
VWO is an experimentation platform that enables brands to improve their key business metrics by empowering teams to easily run their conversion optimization programs backed by customer behavior data. We provide a suite of tightly integrated capabilities to unify customer data, discover customer behavioral insights, build hypotheses, run A/B tests on server, web, and mobile, rollout features, personalize experiences, and improve customer experience across the entire buying journey.

Get a complimentary consultation of the entire platform tailored to your business needs to fast-track your way to increased conversion rates.

[Request Consultation](#)

[Explore the platform with a 30-day free trial](#)

 World Wide: +1 415-349-3207



# Upgrade. Inspire.

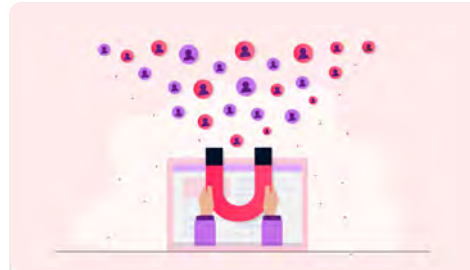
Learn how hyper-growth companies across the world deliver on customer expectations.



## Masters of Conversion

Get inspired by the masters from the world's top and most admired brands.

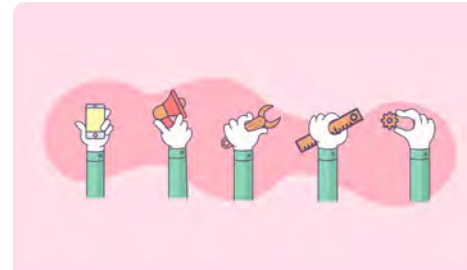
[Watch →](#)



## Success Stories

Success stories of how brands across industries have been using VWO to increase sales and conversions.

[Read →](#)



## Free Tools

A quick set of tools to kick-start your optimization journey.

[Explore →](#)



## In-Depth Guides

Learn in-depth about the key concepts of A/B Testing, Conversion Rate Optimization, and Website Experience Optimization.

[Read →](#)

Stay updated on the latest happenings in CRO: [in](#) [X](#) [YouTube](#)

This activity is inspired by the Experimentation Maturity Benchmark Report 2024 by [Speero](#), an experimentation agency focused on data-driven growth and optimization. The copyright of this publication lies with Wingify and it's co-authors for this report. VWO is a product by Wingify Software Pvt. Ltd., India. This publication may not be reproduced or distributed in any form without VWO's and it's co-authors' prior written permission. It may consist content (case studies, blogs, and webinars) published on the VWO website. While the information contained in this publication has been obtained from sources believed to be reliable, VWO disclaims all warranties as to the accuracy, completeness, or adequacy of such information. VWO's Usage Policy governs your access and use of this publication.



[vwo.com](https://vwo.com)