wingify
by VWO ABTasty

The State of Experimentation 2026

Maturity Benchmarks and Feature Experimentation Trends



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Introduction

Most teams are already investing in experimentation, but the harder questions are how mature their program really is and where to test next. Without a benchmark, teams end up guessing on both.

This report answers those questions in three parts.

> Together, the three parts show you where your program stands, which parts of the customer journey are worth testing, and how to bring web and feature experiments together to test them.

Part 1

Experimentation Maturity Benchmark

Wingify surveyed 108 organizations across 21 industries, with help from its Customer Success Managers. Each organization rated itself on 17 capabilities across four pillars:

- Strategy and culture
- People and skills
- Methodology and process
- Data and tools

The result is a benchmark you can measure your own program against.

Part 2

Feature Experimentation Trends

This part shows where teams focus their tests. It looks at feature experiments run by digital brands in travel, fashion, grocery, media, finance, and more.

You'll see which parts of the customer journey get the most attention, and which still have room to grow.

Part 3

Combining Web and Feature Experimentation

Part 3 brings the two together. Mature organizations run web and feature experiments side by side.

This part shares practical recommendations for combining them, along with how leading brands are already doing it.

FEATURED IN THIS REPORT

Carrefour | AXA (UK) | MONY Group | Thomson Reuters | Air Europa | Student Beans

+ expert voices from Kaspersky, Dentsu, Flip, Crimson Education, Nasscom, TOKEN2049 and Chirpy

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 on page 25 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 Wingify platform. By collaborating with Wingify 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.

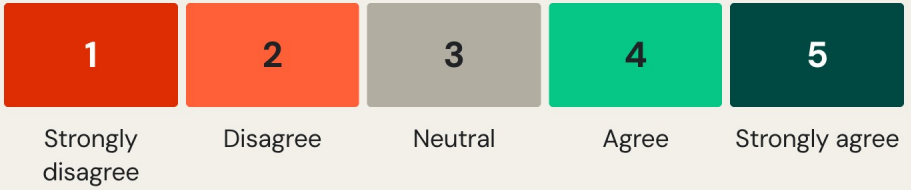
People and skills: Measures role clarity, analytical expertise, team bandwidth, and ongoing talent development.

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.

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.

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.

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.

81%

FINDING 1

A culture of learning differentiates the best programs

85%

KEY CAPABILITY ASSESSED

Accepting failed experiments as learning opportunities

Top score

KEY INSIGHTS

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

82%

KEY CAPABILITY ASSESSED

Senior leadership supports experimentation as a business priority

KEY INSIGHTS

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

GROWTH PATHWAY

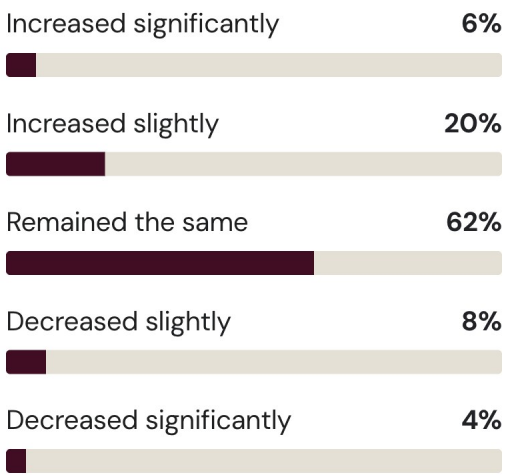
Speak their language: Connecting every experimental outcome directly to heavily tracked revenue or cost metrics ensures leaders instantly see the undeniable financial value.
Automate reporting: Building a simple, gorgeous monthly 'Experiment Impact Report' for the C-suite highlights cumulative uplift effortlessly.

→ **Master ROI reporting:** Discover exactly how to measure and present impact at CRO Program ROI

PILLAR 1 · FINDING 3

Dedicated budgets are stable and growing

BUDGET TREND YEAR OVER YEAR



% of respondents

KEY INSIGHTS

01 Experimentation is officially viewed as a protected, core business asset.

02 Even in fluctuating economic climates, an overwhelming majority of leaders (88% combined) protect or expand testing budgets.

03 Leaders understand that investing in optimization is a primary driver of risk mitigation and long-term revenue growth.

> *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

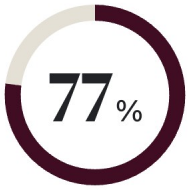
GROWTH PATHWAY

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

PILLAR 1 · FINDING 4

Strategic integration offers an exciting next step



KEY CAPABILITY ASSESSED

Experimentation integrated into long-term company strategy

KEY INSIGHTS

01 Organizations perform phenomenally well at day-to-day tactical testing.

02 However, elevating experimentation from an operational tactic to a forward-looking strategic compass remains an exciting frontier for highly mature programs.

> *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

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 Wingify Platform links test data to long-term growth roadmaps.

Pillar 2

People and Skills

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

73%

FINDING 5

Role clarity serves as a critical strength

80% KEY CAPABILITY ASSESSED
Clarity on roles and responsibilities within experimentation teams

KEY INSIGHTS

- When practitioners intimately understand specific lanes, workflows accelerate naturally.
- High role clarity removes the friction of overlapping responsibilities.
- 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 Wingify Role-Based Access Control

FINDING 6

Analytical skills are solid and ready to scale

79% KEY CAPABILITY ASSESSED
Skills in hypothesis generation and statistical analysis

KEY INSIGHTS

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

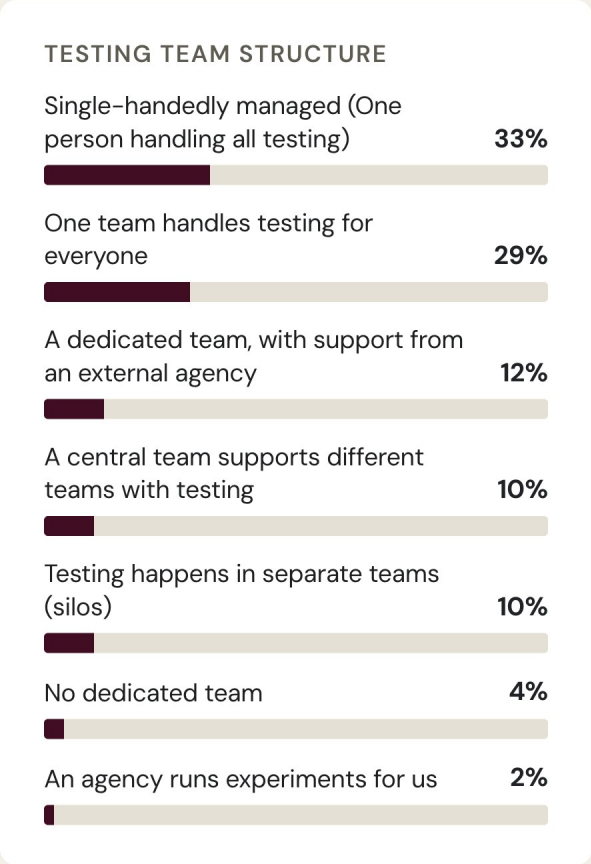
GROWTH PATHWAY

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 Wingify SmartStats

PILLAR 2 · FINDING 7

Lean teams are driving immense value



KEY INSIGHTS

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

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

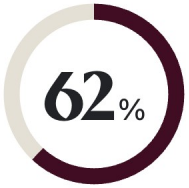
GROWTH PATHWAY

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 Wingify Visual Editor

PILLAR 2 · FINDING 8

Fostering internal talent is a key lever



KEY CAPABILITY ASSESSED

Ability to hire or develop skilled experimentation professionals

Lowest in pillar

KEY INSIGHTS

01 The multidisciplinary skill set required for true experimentation (data analytics, UX intuition, and statistical knowledge) makes external hiring uniquely challenging.

02 The most successful, fast-moving organizations bypass this hiring headache entirely by passionately mentoring and cross-training existing, eager staff.

> *"It's rare to find someone who has deep expertise across statistics, product design, web 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

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.

Pillar 3

Methodology and Process

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

75%

FINDING 9

A/B test design - Metric definition drives reliable results

84%

KEY CAPABILITY ASSESSED

Defining clear metrics before launching experiments

Highest in pillar

KEY INSIGHTS

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

FINDING 10

Communicating A/B test results to stakeholders

81%

KEY CAPABILITY ASSESSED

Presenting results in a structured, accessible format

KEY INSIGHTS

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

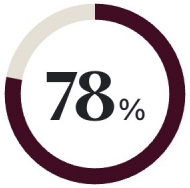
GROWTH PATHWAY

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

PILLAR 3 · FINDING 11

Experiment workflow - Idea to analysis



KEY CAPABILITY ASSESSED

Well-defined and repeatable workflow from idea to analysis

KEY INSIGHTS

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

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

> *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.*



Jin Ma
Director of Experience, Dentsu

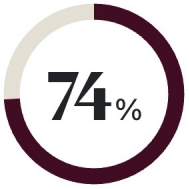
GROWTH PATHWAY

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 Wingify Plan centralizes the entire workflow from idea to execution.

PILLAR 3 · FINDING 12

Hypothesis generation frameworks



KEY CAPABILITY ASSESSED

Using formal processes to generate hypotheses

KEY INSIGHTS

01 Throwing random ideas at the wall is expensive and inefficient.

02 Teams using formal hypothesis frameworks (grounded in heatmaps and session recordings) extract more ROI from traffic allocations.

03 Every test should be designed to answer a specific behavioural question.

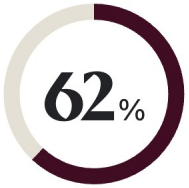
GROWTH PATHWAY

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 Wingify Analytics

PILLAR 3 · FINDING 13

Prioritization frameworks - The quick win



KEY CAPABILITY ASSESSED

Using prioritization frameworks (ICE, RICE, etc.)

KEY INSIGHTS

01 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.

02 Without a structured system, organizations miss out on high-effort, high-reward opportunities.

> *Clients come to us with their bucket of spaghetti... There are no frameworks to prioritize or work on anything. A research model can help outline what research to conduct and where, and prioritization will help you act on those research insights.*
>
> 
> **Haley Carpenter**
> Founder, Chirpy

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.

Pillar 4

Data and Tools

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

78%

FINDING 14

Unprecedented access to vital data

87% KEY CAPABILITY ASSESSED
Team access to raw data, heatmaps, and session recordings

KEY INSIGHTS

- The democratization of data across the industry is an achievement!
- 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.

FINDING 15

Deep trust in platform data quality

83% KEY CAPABILITY ASSESSED
Confidence in the accuracy of the Wingify report data

KEY INSIGHTS

- Data confidence is the ultimate enabler of test velocity.
- 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 Wingify users' trust in data accuracy.

FINDING 16

Tool integration is streamlining operations

77% KEY CAPABILITY ASSESSED
Integration between analytics suites (GA4, GTM) and Wingify

KEY INSIGHTS

- Seamless data flow across the tech stack eliminates the agony of manual data exports.
- Connected tools mean practitioners spend valuable time discovering meaningful insights, not simply formatting data.

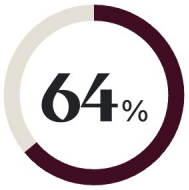
GROWTH PATHWAY

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 Wingify Integrations

PILLAR 4 · FINDING 17

Advanced segmentation - The next frontier of insight



KEY CAPABILITY ASSESSED

Regular use of detailed segmentation-based insights

KEY INSIGHTS

01 Looking at the overall, aggregated test results leaves money on the table.

02 Regular audience segmentation frequently reveals hidden wins. A variation appearing 'neutral' overall might drive a double-digit lift for high-value returning mobile users!

> *Democratizing testing is inherently a philosophical shift at its core... Make your tools as invisible as possible... Any team member can launch an A/B test while all the data collection and statistical interpretation run in the background.*



May Chin
Product Lead, TOKEN2049

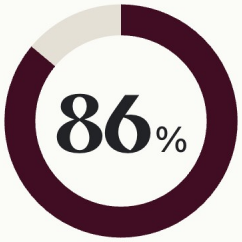
GROWTH PATHWAY

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 Wingify Segmentation & Targeting

AI in Experimentation

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



Actively using AI	86%
Not yet using AI	14%

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.

> "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."



Arshdeep Singh
AI Program Manager, Nasscom

How AI is transforming workflows

Idea & variation generation

~43% of teams

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

Behavior analysis

~39% of teams

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

Analysis & reporting

~25% of teams

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

→ **Scale with AI today:** Explore the future of testing at Wingz

Industry and Segment Benchmarks

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

Maturity by Top Industry

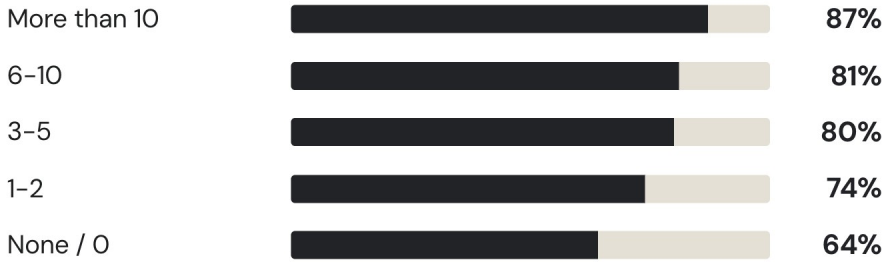


Industry → Average maturity score (%)

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

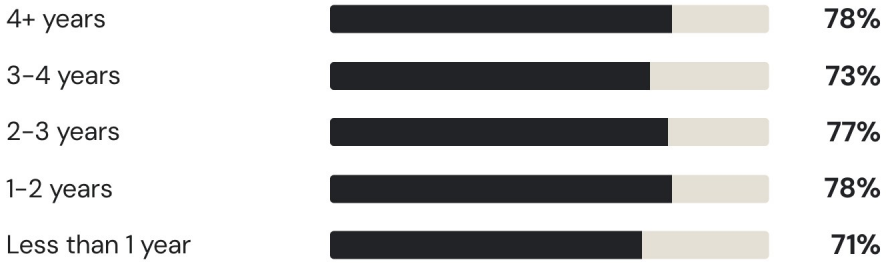


Experiments per month → Average maturity score (%)

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



Program tenure → Average 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



CRO / experimentation role → Average maturity score (%)

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.

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.

56%
run only 1-2 experiments per month

75%
say "increasing test velocity" is the top priority

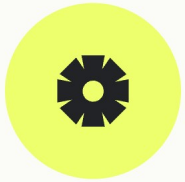
What is holding them back? When asked about scaling challenges, **55% of respondents pointed to limited bandwidth and human resources.**

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!

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 steps:

- **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.

Part 2

Feature Experimentation Trends

Feature experimentation trends aren't just cold, hard numbers, but valuable information that can help brands to boost both the attractiveness and effectiveness of their digital platforms.

Think of feature experimentation trends as a fitness tracker for your digital experience. They reveal what's working, what's underperforming, and where you can make adjustments to improve overall performance.

That's why we've compiled this part of the report as a market benchmark to show how experimentation can serve as a way to help businesses determine their priorities.

Knowing where your industry focuses its tests is more critical than ever. Brands that want to keep growing need to test beyond user-interface (UI) changes and into backend logic too. By digging into these testing behaviors, we reveal where brands actually put their testing effort.

Feature experimentation is all about testing your biggest ideas where they matter most – inside the actual logic of your product. Beyond changing how a page looks, you're testing the "how" behind the experience, like a new search algorithm, a pricing model, or a completely new feature, before you roll it out to everyone.

BENEFITS OF ADDING FEATURE EXPERIMENTATION

You might be wondering why teams would add feature experimentation to their web experimentation. **Here are just a few of the benefits of adding feature experimentation:**



Risk-free innovation

Feature flags allow you to turn new features on or off instantly without redeploying code. If a new checkout flow underperforms or causes an error, you can roll it back in seconds. **This helps to ensure that your brand's baseline revenue is never at risk.**



Progressive delivery

Instead of a big, high-risk "balloons and confetti" launch, you can "test" features by releasing them gradually. This could include testing new ideas to internal users first, then to a small percentage of traffic (i.e., 5%), before scaling up to 100% once performance has been proven successful.



Validating backend logic

Unlike standard A/B testing, feature experimentation allows you to test the "brains" of your site – such as pricing algorithms, search logic, and third-party integrations. **This can help your brand to ensure that every technical change drives measurable business value.**

Methodology and Dataset Overview

To ground this report in the reality of the 2026 digital landscape and guide leaders in experimentation accordingly, we analyzed an extensive dataset that represents modern experimentation across diverse, high-growth enterprise environments.

This research provides a definitive look at how the world's most successful brands are currently scaling their digital operations through high-impact testing strategies.

The activity level across our dataset is a testament to the power of creating a mature testing culture. We found that the top tier of digital leaders are operating at an incredible velocity, with over half of the total test volume (54%) being driven by the most active digital innovators. These brands aren't just running big tests, but building a continuous stream of insights that fuel their entire business strategy.

With an impressive 22% of all tests in our dataset actively targeting Average Order Value (AOV) and transactional revenue optimization, we've discovered a powerful desire from brands to move beyond simple surface-level metrics. They know that future success means redirecting their focus to gears that directly drive sustainable, profitable growth.

24%
conversion gap between mobile and desktop, which brands can close by testing mobile-specific friction points like trip summaries, autofill support, and trust signals

54%
of total test volume driven by the most active digital innovators

22%
of all tests actively target Average Order Value (AOV)

To better understand how we operationalize these trends, we can take a look at how we successfully navigated this issue **with Thomson Reuters.**

Thomson Reuters, needed to launch their first digital subscription product. For example, they used Wingify to price test dynamic offers (i.e., $/week vs. $/month). This allowed them to run registration flow experiments to determine which offering registered users deeper discounts, which offer would drive higher monetization, and the winning choice to convert anonymous traffic without dev debt or performance lag.

This real-life example shows how brands experiment for price testing, registration flow optimization, messaging, feature flags, and progressive rollouts for a new subscription product can discover new levels of success with revenue-per-user and even average order value (AOV).

Travel/Tourism: The Dominant Powerhouse

Travel and Tourism remain as the clear, unquestionable leaders in feature experimentation, accounting for over a third of our testing activity – **owning a massive 37% of total test volume according to our data.**

What sets Travel and Tourism apart from their industry peers is their unique focus on Booking and Reservation Flow testing, which continues to be a highly complex category that other verticals have yet to adopt at scale. As booking travel is an inherently emotional process, the stakes are incredibly high – especially as the state of travel booking continues to evolve with the rising usage of mobile devices.

According to our Airline Mobile Booking Benchmark Report, **80% of monthly airline traffic is now on mobile.** However, a large amount of mobile booking friction remains, as no major airline scores above 80 out of 100 on the friction scale, and the gap between the best and worst experiences stands at a staggering 22 points.

Common friction points **like complex trip summaries (scoring an average of just 5.7/10) and a lack of immediate price transparency often create significant drop-offs.** These roadblocks represent a substantial loss of potential revenue, especially given that **average order values for airline mobile bookings are 3x higher than in other retail sectors.**

Airlines use Wingify to bridge this gap. Instead of taking flight with missed revenue opportunities, forward-thinking carriers run various experiments to optimize checkout steps, provide real-time trust signals, and seamlessly integrate auto-fill parameters.

37%

of total test volume comes from Travel and Tourism

80%

of monthly airline traffic is now on mobile

5.7/10

average score for complex trip summaries

3x

higher average order values for airline mobile bookings than in other retail sectors

Case study

Air Europa

TRAVEL



+9%
Conversion rate from the flight summary step to passenger details

+5%
Passenger form completion

81% → 87%
Customer Satisfaction Score

We discovered how travel brands can soar to new heights with Air Europa.

THE CHALLENGE

Navigate high mobile checkout friction and complex multi-step passenger forms causing booking abandonment.

THE SOLUTION

Air Europa ran continuous mobile-first experimentation campaigns using Wingify, focusing on optimizing the reservation and flight summary flow.

THE RESULTS

Achieved a +9% conversion rate increase from the flight summary step to passenger details, a +5% increase in passenger form completion, and raised their overall Customer Satisfaction Score from 81% to 87%.

Industry Benchmarks: Patterns of Success

While Travel & Tourism leads in sheer volume, other high-performing sectors are defining new standards for digital maturity through targeted, goal-oriented testing. In these verticals, success is not just about the number of tests. It's about aligning experimentation with the specific commercial drivers of the industry.

Home/Garden: The Frontline of CRO

52%
focus on Conversion Rate Optimization

Digital leaders in the Home/Garden sector are the most aggressive optimizers in our dataset, maintaining a market-leading **52% focus on Conversion Rate Optimization** (CRO). Because these platforms often feature complex, script-heavy configurations for high-ticket items, successful brands are those that relentlessly refine the "config-to-checkout" journey. By dedicating over half of their testing power to immediate funnel performance, these brands have worked to make sure that technical complications don't block the pathway to successful purchases.

Apparel & Fashion: Reducing Friction, Increasing Basket Size

48%
of all tests focused on CRO

The Apparel is the runner up, with **48% of all tests focused on CRO.** For these digital innovators, success is defined by reducing "size anxiety" and friction in product discovery – specifically through high-impact tests on size filters and product image zooms. Beyond the initial click, these brands are highly effective at maximizing the value of every visit: **20% of their testing energy is focused on Revenue Optimization,** utilizing "Complete the Look" cross-sells and bundle offers to significantly increase average basket sizes.

Food & Grocery: The Subscription Advantage

44%
of tests target CRO

In the Food and Grocery vertical, the narrative shifts toward long-term recurring value. **While 44% of tests target CRO, an impressive 25% of testing is dedicated to Revenue Optimization,** driven by sophisticated subscription upsells and add-on suggestions. Because the recurring model is central to this industry, the most successful brands invest **12% of their experiments in Monetization**, focusing on delivery frequency options and plan selection to maximize subscriber lifetime value.

News & Media: Balancing the Subscription Funnel

18%
of tests on Monetization

Media and Publication brands exhibit the most balanced testing distribution across the entire dataset. To support their subscription models, these brands invest much more in the early and middle funnel than other industries: with **18% of tests focusing on Monetization** (paywall and checkout optimization) and **15% on Acquisition Efficiency.** This balanced approach, where content layouts are tested as rigorously as trial offers, ensures a steady flow of high-quality leads into a highly optimized, high-converting subscription engine.

Finance & Banking: High-Stakes Acquisition

15%
Acquisition Efficiency

The Finance sector is tied with Media for the highest industry focus on **Acquisition Efficiency at 15%.** As they reflect high Customer Acquisition Costs (CAC), these organizations prioritize optimizing quote requests and calculator landing pages to qualify leads as early as possible. **Furthermore, 15% of their testing focuses on Monetization,** specifically through premium account promotions and rate calculators, while **40% remains dedicated to the crucial element of simplifying complex application forms.**

Even as the world of digital optimization continues to expand, Conversion Rate Optimization (CRO) remains the undefeated champion.

45% of all feature experiments are focused entirely on CRO

Our benchmark data reveals that a staggering **45% of all feature experiments** are focused entirely on CRO. While teams often shoot for the stars and aim for advanced personalization and long-term engagement, the reality is that up to half of digital testing is still designed to answer a single, immediate question: how can companies get users to click "buy" or "sign-up" as fast as possible?

There's a reason why CRO remains integral to modern testing: it has a direct influence on revenue, which is the central metric most brands are usually evaluated on. While subscriptions, loyalty programs, and other retention initiatives are important – it's important for them to first focus on their core transaction funnel to ensure effective conversion. Otherwise, both acquisition and retention investments will produce lower returns.

Businesses, especially in their earlier stages of growth, like to see immediate progress – which is why CRO continues to provide the most immediate, measurable, and easily understood business impacts.

Typical high-impact testing areas in CRO include:

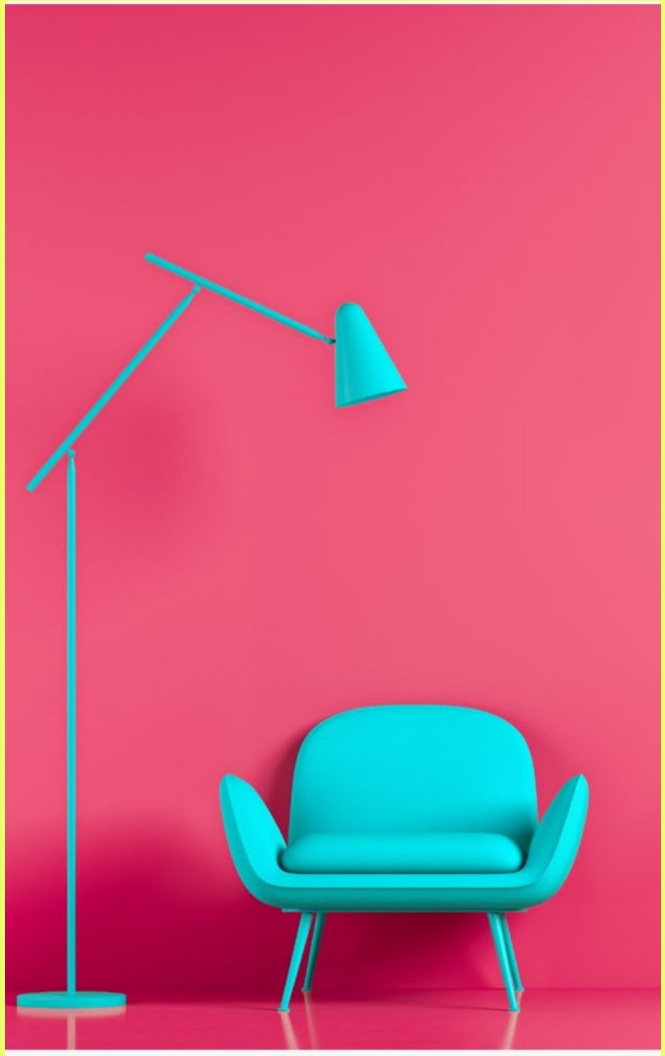
- **Simplifying Checkout Funnels:** Reducing form fields, introducing progress indicators, and removing distracting header/footer links during high-intent steps can help move a user along to the check-out page.
- **Call-to-Action (CTA) Placements:** Experimenting with sticky "Add to Cart" buttons on mobile screens, micro-copy tweaks, and visual hierarchy can help ensure that users make it to the checkout stage.
- **Search and Navigation Tweaks:** Refining main menus, category structures, and filter visibility to reduce the physical and cognitive effort required to reach a product – making it more likely for a user to make it through the check-out process.

However, while CRO is highly effective, viewing it as the only useful experimentation strategy can be limiting. In reality, mature programs use CRO as a stepping stone to gradually grow their experimentation framework into deeper backend logic, release safety, and progressive feature management.

Case study

Student Beans

LOYALTY



+10%

Increase in conversion rates across key digital touchpoints

Student Beans, global student loyalty platform, serves as a primary example as to how CRO can evolve when paired with modern feature experimentation.

THE CHALLENGE

Student Beans needed to run highly reliable experiments on key user conversion pathways without causing performance delays or relying on rigid client-side changes.

THE SOLUTION

Instead of treating feature flags and experimentation as separate workflows, Student Beans made use of server-side feature flags with Wingify. In turn, Student Beans was able to dynamically toggle and test complex backend conversion paths under strict, data-driven experimental conditions.

THE RESULTS

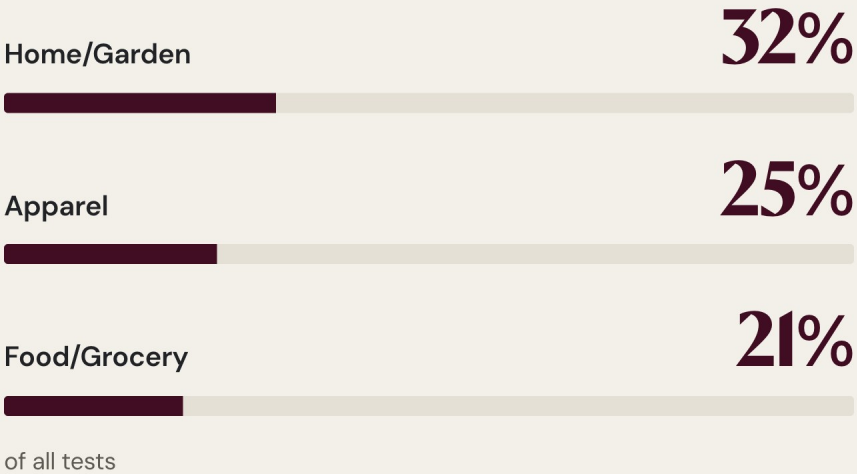
By using feature management to progressively roll out and validate optimized user journeys, Student Beans achieved a highly statistically significant 10% increase in conversion rates across their key digital touchpoints.

Search and Discovery: The Priority for Catalog-Heavy Industries

One of the things we believe in most at Wingify is being bold to dive deep into specific experimentations, such as search. Business models can greatly benefit from focusing their experimentation efforts on single elements, especially depending on their industry. Some businesses and their conversion rates, like Home/Garden, Apparel, and Food/Grocery are contingent on what a user searches for – meaning valuable insights can make a world of difference.

This is especially true for catalog-heavy brands, like when you're shopping on Instacart to delivery your groceries or comparing paint samples on Home Depot – as this is where traditional navigation becomes less useful to the user. This is why innovating with search can aid users to find the right product quickly and eliminate aggravating friction points. When thousands of items are scattered across a messy store catalog, failure to surface the exact product a user wants within seconds inevitably drives conversion rates down.

Our benchmarks highlight that search and filtering tests represent a vital priority for specific, catalog-heavy industries:



These numbers prove that these industries face unique conversion hurdles, as helping users discover the right products amidst vast choices is exponentially more challenging.

Revenue Optimization: The Second Major Battleground

While driving initial conversions is the baseline of digital growth, optimizing the commercial value of each transaction is where brands can find their long-term profitability strategy. Our benchmarks reveal that **revenue optimization is the second major battleground, accounting for 22% of all digital tests.**

Revenue optimization refers to focusing on maximizing metrics like Average Order Value (AOV), average cart size, dynamic pricing models, and checkout upsells. However, it's important to remember that revenue optimization is not a one-size-fits-all strategy. Depending on the industry, there are unique ways to match a brand's unique business models and customer purchasing behavior:

26% Travel (26% of tests)

Making up 26% of all tests, travel focuses heavily on high-margin ancillary add-ons, seat upgrades, flexible booking insurance, and dynamic travel bundles.

25% Food/Grocery (25% of tests)

Accommodating for 25% of all tests, food and groceries concentrate on delivery pass upgrades, repeat subscription plans, and high-frequency bulk-purchasing incentives – essentially acting as ancillary offers. By understanding these dynamics, brands can transition from simply asking users to buy, to strategically encouraging them to buy more.

20% Apparel/Fashion (20% of tests)

Highlights the focus on "complete the look" cross-sells, bundle offers, and urgency tactics to increase basket size.

17% Home/Garden (17% of tests):

Combines Pricing & Promotions (12%) and Cross-sell & Upsell (5%) strategies, like promo code visibility and related product carousels, to drive higher transaction values.

Subscription Businesses Test Differently: Monetization, Acquisition, and Onboarding

For subscription-based businesses, the customer journey isn't as simple as sign-up and stay loyal after a single purchase. It's closer to a continuous cycle of proving value to maintain a long-term relationship.

Our 2026 benchmarks reveal that Media and Finance companies operate an opposite experimentation frequency in comparison to more traditional e-commerce. This is because retail brands tend to focus on product discovery and cart optimization, whereas subscription leaders have to shift their priorities to focus on three strategic pillars: monetization logic, acquisition efficiency, and creating a seamless onboarding experience.

18%
of all tests in Media are monetization experiments

15%
of all tests in Finance are monetization experiments

The Monetization Engine: Paywalls and Plan Tiers

In the subscription world, the "plan" is the product. In other words, the subscription plan that someone chooses because of the product itself, like whether someone chooses a monthly or annual subscription for streaming or an automatic delivery service on their favorite beauty products.

Our data shows that monetization experiments are extremely important for these sectors, **as they make up 18% of all tests in Media and 15% in Finance.** These organizations are relentlessly testing the "value exchange" moment – as it's the exact point where a user is asked to pay for access.

Key testing areas include:

- **Dynamic Paywall Gating:** Testing which content types (such as "breaking news" or more deep-dive analysis) are most effective at triggering a subscription prompt.
- **Plan Selection Layouts:** Experimenting with the visual hierarchy of "Annual vs. Monthly" options to boost the chances of high-commitment sign-ups.
- **Pricing Elasticity:** Running server-side tests on price points and promotional tiers to find the optimal balance between volume and revenue per user.

Customer Acquisition as a Competitive Advantage

Perhaps the most striking revelation in our dataset is in acquisition strategy. Media and Finance companies invest 3 to 5 times more in acquisition efficiency **(accounting for around 15% of all tests)** compared to e-commerce verticals, which hover between 4–7%.

The main thing to remember is that subscription brands aren't just looking for traffic, but rather seeking to secure high-quality, high-intent leads that will survive the first billing cycle. This requires subscription-based brands to experiment heavily on things like landing page value propositions, lead-capture form fields, and the initial "hook" that converts an anonymous visitor into a registered prospect.

For these industries, optimizing Customer Acquisition Cost (CAC) through experimentation is a foundational competitive barrier.

The Frictionless Gateway: Onboarding and Account Flows

The most challenging part of a subscription journey is the transition from "interested" to "active" subscription status – **which explains why onboarding and account flows represent 13% of all tests for both Media and Finance.**

- **In Finance:** This involves navigating complex KYC (Know Your Customer) flows, legal disclosures, and identity verification without provoking abandonment.
- **In Media:** This focuses on the registration wall, which helps to ensure that the sign-up process is fast enough to keep the user engaged while remaining thorough enough to capture the data needed for personalization.

> Retail brands tend to focus on product discovery and cart optimization, whereas subscription leaders have to shift their priorities to focus on three strategic pillars: monetization logic, acquisition efficiency, and creating a seamless onboarding experience.

The Biggest Area for Improvement: Retention and Engagement

If there is one massive, overlooked opportunity in our 2026 dataset, it's the underinvestment in creating long-lasting customer relationships.

Traffic is the short-term win, but building exceptional relationships is the real revenue-generator in terms of building a successful and reputable brand. However, brands often invest their time and money elsewhere – as millions are spent to acquire traffic, **but only 6% of all tests focus on retention and engagement.**

In a digital economy where customer acquisition costs (CAC) are continuously climbing, ignoring the "leaky bucket" of user churn is a dangerous strategic blind spot. It's like planting seeds in poor soil: the environment for your customers has to be conducive to long-term growth and success, otherwise – they'll never get to enjoy the fruits of their labor, and churn only becomes more inevitable.

The most successful brands in 2026 are shifting their focus from "how do we get them in the door?" to "how do we keep them here?". This requires a radical prioritization of logged-in experiences, personalized engagement features, and post-purchase onboarding journeys.

While this is a radical shift from more traditional approaches, it's often the very strategy that helps brands move from being a "viral moment" to "a holy grail" for customers around the world.

The most successful brands in 2026 are shifting their focus from "how do we get them in the door?" to "how do we keep them here?". This requires a radical prioritization of logged-in experiences, personalized engagement features, and post-purchase onboarding journeys.

Another Untapped Area: Feature Adoption

The final strategic weakness we discovered in our benchmark data is feature adoption.

Despite the high cost of engineering resources, **only 5% of all tests focus on whether users actually adopt and use new capabilities.** Most companies still treat A/B testing as a tool for funnel optimization rather than as a pillar method to elicit product-led growth. This results in a less developed "launch and pray" mentality, where new features are built and shipped without any data on how users engaged with those features.

By connecting product management with product-led experimentation, brands can work to build the features their customers actually want – **which can help to improve engagement and brand loyalty over the long run.**

By connecting product management with product-led experimentation, brands can work to build the features their customers actually want – which can help to improve engagement and brand loyalty over the long run.

Case study

Carrefour

RETAIL



Fake door test result

Inconclusive

THE CHALLENGE

A French grocery store chain, Carrefour, wanted to gauge customer interest in a potential new service before committing to significant engineering resources to build them.

THE SOLUTION

They executed a “fake door” test using Wingify by placing a call-to-action for the new feature on the site to measure how many users would actually click it.

THE RESULTS

Carrefour’s test with Wingify was inconclusive, meaning there was not enough significant user interest to justify building the specific feature. While this wasn’t a “winning” experiment in the traditional sense, it was still a major strategic victory – as it prevented them from spending months of time, energy, and resources on a feature that would have ultimately failed.

Part 3

How Mature Teams Combine Web and Feature Experimentation



Mature teams run two kinds of tests side by side. Web experiments run client-side and let marketing improve what users see on the page. Feature experiments run server-side and let product and engineering test the logic behind it. Based on both parts of this report, here's how to build that combination in 2026.

PART 3

Four steps to combine web and feature experimentation

1

Benchmark your experimentation mix

Look at where your tests run today. Compare your client-side web tests and your server-side feature experiments with what brands in your industry are doing. If almost everything sits on the page at checkout, the logic behind retention and new features hasn't been tested yet.

2

Balance your portfolio

Use web experiments for quick wins on checkout, CTAs and page layouts. Use feature experiments for pricing, search algorithms and new features. Web tests keep results coming every month, and feature experiments shape how the product grows.

3

Expand beyond the checkout

Cover the whole customer lifecycle with both. A web test can sharpen how a product listing page looks, while a feature experiment tests the search logic that decides what shows up on it. The same split works for monetization and onboarding.

4

Unify your teams

Run client-side and server-side tests on one platform. Marketing, development and digital teams then work from the same results instead of switching between disconnected tools.

How Leading Brands Are Combining Web and Feature Experimentation

Many brands start with testing split across separate tools and teams, with marketing working on the page and engineering on the logic behind it. Sooner or later, that split puts a ceiling on what the program can test. MONY Group and AXA (UK) both hit that ceiling and moved past it by bringing client-side and server-side testing onto one platform.

Case study | MONY Group | AXA (UK)

Case study

MONY Group

How MONY Group tests the page and the pricing logic in one place

MONY Group, a financial services leader that successfully bridged the gap between marketing-led visual changes and deep product experimentation, demonstrates how a unified approach can unlock complex backend logic.



THE CHALLENGE

After two years of relying solely on client-side A/B testing, MONY Group reached a ceiling. They needed to experiment with deep backend functionality – such as complex car insurance quote calculations – that simply couldn't be done cleanly with client-side tools alone. Furthermore, managing feature flags and server-side tests in disconnected interfaces was creating operational friction and slowing down team adoption.

THE SOLUTION

MONY Group consolidated their entire experimentation ecosystem, bringing both client-side A/B testing and FE&R (Feature Experimentation & Rollout) into a single, intuitive platform. This allowed them to move beyond surface-level changes to test backend logic, such as finding the optimal policy start dates for cheaper insurance quotes. They also simplified their "Super Save Club" membership proposition by using a single integration for feature flagging and automated scheduling for partner promotions.

THE RESULTS

By unifying their toolset, MONY Group removed the need for dual logins and fragmented workflows, making experimentation much more intuitive for their teams. This consolidation accelerated the adoption of server-side testing and transformed their complex backend calculations into a powerful engine for customer value, proving that the most impactful growth often happens beneath the surface.

Case study

AXA (UK)

How AXA (UK) scaled client-side and server-side tests together

We partnered with AXA (UK) to push the limits of what's possible and see what happens when brands diversify their experimentation strategy.



THE CHALLENGE

AXA (UK) faced fragmented testing efforts across different teams, which made it difficult to effectively scale their experimentation efforts.

THE SOLUTION

By working to harmonize their digital, development, and marketing teams on the Wingify platform – AXA (UK) was able to take their new centralized approach to scale both client-side and server-side experiments simultaneously.

THE RESULTS

Using progressive rollouts and feature flags helped AXA (UK) to optimize high-stakes areas like lead forms and landing pages while simultaneously avoiding various technical and business risks of new deployments.

Your Next Step

MONY Group and AXA (UK) show what happens when web and feature experiments run as one program. The page keeps getting better, the logic behind it gets tested before it ships, and every team works from the same results. You can build the same kind of program with the four steps on page 42.

Start by benchmarking your mix, add one feature experiment to next quarter's roadmap, and bring the teams running each kind of test onto the same platform.

Conclusion

Now it's your turn to take a close look at your own program. How mature is it today, how much of your testing goes beyond the page, and which change would you test first?



Experimentation programs have come a long way. Not a single organization in our survey scored below the Progressive level, and 90% reached Strategic or Transformative. Teams have leadership behind them, data they trust, and a culture that treats a failed test as something to learn from.

The way teams test hasn't fully caught up yet. The biggest share of tests still goes to checkout and conversion, while retention and feature adoption get only a small slice of the effort.

That gap is the opportunity for 2026. Keep improving the page with web experiments, and test the logic behind it with feature experiments, so every change gets proven before it reaches all your customers, from a new CTA to a new pricing model.

90% of organizations reached Strategic or Transformative maturity

Wingify gives you one experience optimization platform for all of it. Your teams can understand user behavior with heatmaps and session recordings, test ideas on web, server, and mobile, personalize experiences for different audiences, and roll out new features safely, all from the same data. Book a free demo to see how it fits your business.

Book a free demo →

APPENDIX

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

Fake Door Test
A test that places a call-to-action for a feature that isn't built yet, to measure how many users would actually click it.

Feature Flag
A switch that turns a feature on or off without redeploying code, so it can be rolled back in seconds.

Progressive Delivery
Releasing a feature gradually, first to internal users, then to a small share of traffic, before scaling to everyone.

Server-Side Testing
Testing changes in the backend logic of a site or app, such as pricing algorithms, search logic, and third-party integrations.

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

Additional Respondent Data

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%

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%

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



About Wingify

Wingify is an Agentic Experience Optimisation Platform, backed by Everstone Capital, that helps brands make every experience relevant. It combines customer understanding, AI-powered real-time decisioning, activation, experimentation and analytics in one continuous loop. Wingify understands each visitor, decides what is most relevant in the moment, turns that decision into a live experience across web, apps, search, merchandising, email, SMS and push, then measures the result and learns from it.

4,000+
customers worldwide

11
offices across North America, Europe, Asia Pacific, and Latin America

Wingify serves more than 4,000 customers worldwide from 11 offices across North America, Europe, Asia Pacific, and Latin America. Learn more at wingify.com.

THE TEAM BEHIND THIS YEAR'S MATURITY ASSESSMENT

Wingify Customer Success Managers


Jinal Shah


Arun Nair


Mandeep Singh


Jomol Varughese


Shilpa Bharti


Rashika Kaul


Nishchay Tewari


Madhav Sharma


Anu Singh


Apoorva Kamath


Vikas Joshi


Manas Nayak


Akanksha Mehta


Sanat Shrivastava


Shruti Hulgeri


Nishant Madgeri


Lucas Canibal


Akshay Agarwal


Vishaal Sharma


Claudia Fajkarz


Celso Lacerda


Siddhant Salil


Siddhant Savant


Priyanka Kasture


Mehul Dave


Laura Rodriguez


Alok Gupta

Wingify Product Team


Mahek Mahendra Shah
Director, Product Management


Vikas Joshi
Group Manager - EMEA


Mayank Jha
Senior Product Manager


Sourav Singh
Product Management Intern



wingify.com