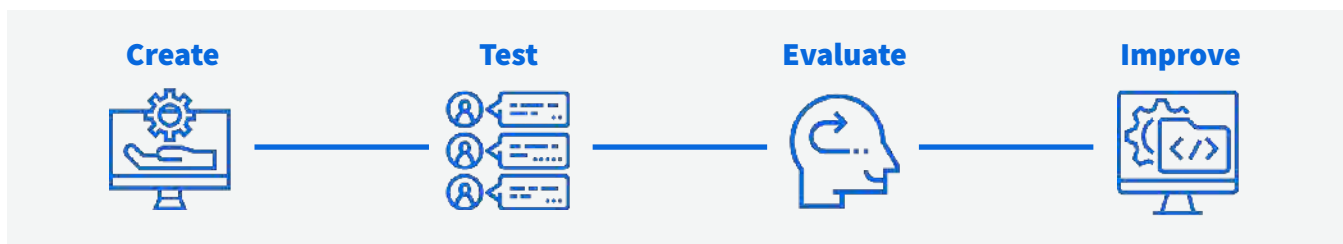


Qualtrics Tip: Remember to Experiment



JUST THIS ONCE, ITS NOT SO BAD TO BE WRONG THE FIRST TIME.

Red Pepper can help streamline the experimentation process so you can get to right answers faster.

First, craft your initial approach. Use all the Qualtrics knowledge (including the previous four tips) to your advantage.

Then, launch. Watch a few responses flood in. Change and develop a new draft, or even create an A/B test to find what fits your unique audience and their needs.

As always, **we can help with crafting the perfect approach for your purposes.**

Questions to help evaluate your experiments:

- Did your experiment bring you usable data?
- Which questions brought the most insight?
- Do you wish you wish your questions produced more information?
- Do you want more detailed answers or more quantitative answers?
- What surprises did you find?

CALL FOR MORE DETAILS

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