



# Test Fest 2025

## Content Day Agenda

MarketDial is looking forward to hosting you for our third annual Test Fest! We have an exciting agenda planned, filled with opportunities for you to learn from and connect with industry experts and the MarketDial team.

### What to expect on Wed, March 5th

Location: MarketDial Office 90 S 400 W, Suite 700, Salt Lake City, UT 84101

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| 8:00 a.m.  | <b>Breakfast</b>  |
| 9:00 a.m.  | <b>Welcome and Intros</b>   |
| 9:30 a.m.  | <b>2024 testing review: Trends in pricing, marketing, and store innovation</b><br>- MarketDial Data Science Team  |
| 10:45 a.m. | <b>How location data can inform solutions in real estate, merchandising, and marketing</b><br>- Brian Strickland, Vice President, Account Mangement @ Kalibrate |
| 11:45 a.m. | <b>Testing, analytics, and tools to support MattressFirm's marketing journey</b><br>- Chris Short, Director of Data Science @ MattressFirm                      |
| 12:15 p.m. | <b>Lunch</b>  |
| 1:15 p.m.  | <b>How the macro environment has influenced retail pricing</b><br>- Shikha Jain, Partner, Head of Boston Office, Consumer Lead for North America @ Simon Kucher |
| 2:15 p.m.  | <b>Retail testing case study</b>  |
| 3:00 p.m.  | <b>Breakout session: Solving the toughest challenges in A/B testing</b>   |
| 3:45 p.m.  | <b>MarketDial Roadmap: Recent releases and future innovations</b><br>- MarketDial Product Team  |
| 4:30 p.m.  | <b>Closing Remarks</b>  |
| 6:30 p.m.  | <b>Dinner</b>   |

**RSVP now to book your spot:** <https://marketdial.com/test-fest-2025/>