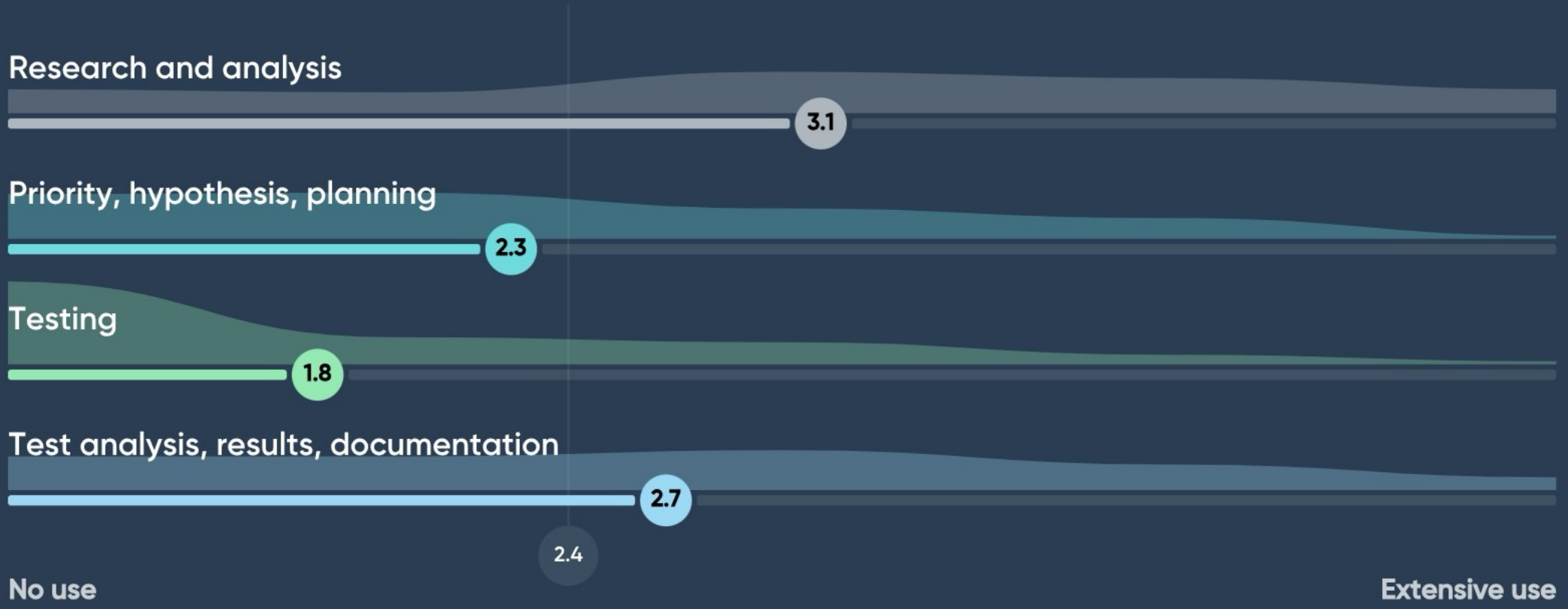
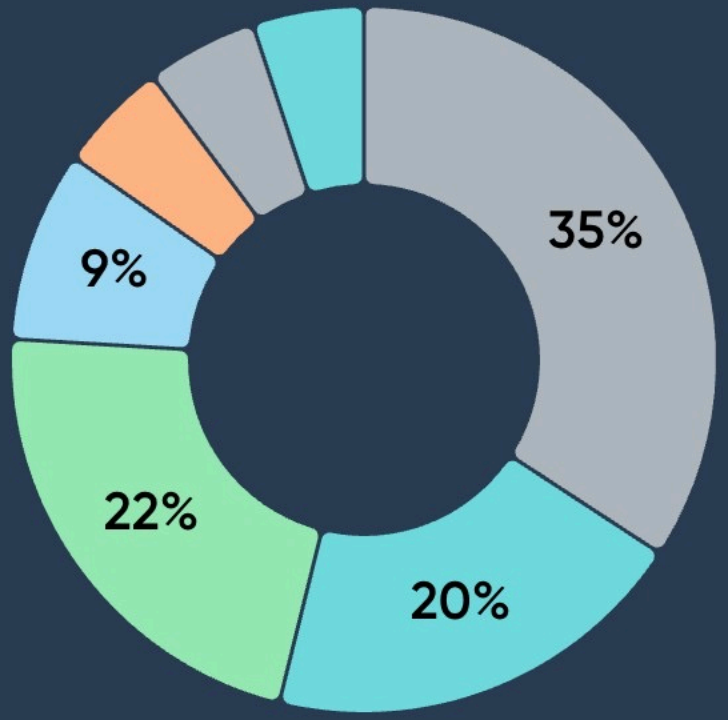
In the CRO process, how much do you use AI?



25
11
92 / 92

What's your primary affiliation?



35%	B2C
20%	B2B
22%	Agency
9%	Vendor /SaaS
5%	Independant
5%	Student
5%	Other...

11 5 81 / 81

Question 1: Share examples of AI use in the Experimentation process

The most common use cases involve data analysis, pattern recognition, and ideation.

Aggregated Term / Theme	Mentions
Analysis & Data Insights	41
Ideation & Hypotheses	16
Coding & Development	11
Design & Prototyping	7
Strategy & Planning	6
Research & Benchmarking	5
Reporting & Documentation	5
Content & Copywriting	4
Other / Fun (e.g., Beer, Cheesecake)	7
Miscellaneous	7

Question 2: Which use of AI has had the biggest impact in your Experimentation work?

Efficiency and speed are the primary benefits cited, followed closely by deeper research insights.

Aggregated Term / Theme	Mentions
Efficiency & Time Saving	19
Research & Insights	18
Ideation & Strategy	7
Coding & Technical	7
Content & Copywriting	3
Design & Prototyping	2
Simulation & Automation	2
Miscellaneous	12

Summary part 1

Based on the aggregated terms and specific inputs from the 100 participants, here is a summary of what we can learn from their collective perspective on AI in Experimentation:

1. AI as the "Execution Partner" in the Process

When asked for examples of AI use, the community overwhelmingly sees AI as a powerful tool for **data crunching and technical execution**.

- **What we learn:** Participants are moving beyond just using ChatGPT for writing copy. They are actively using AI to find patterns in test outcomes, automate the coding of A/B tests (HTML/JS), and synthesize qualitative research like survey verbatims. AI is currently filling the gap between "having data" and "having insights," acting as a secondary analyst that can process information faster than a human.

2. Impact: Buying Back Time and Reducing Friction

The biggest impact reported isn't necessarily "better" tests, but **faster** tests and **less administrative burden**.

- **What we learn:** The "impact" of AI is currently felt most in the removal of bottlenecks. By assisting with coding and initial research synthesis, AI is allowing experimenters to bypass technical hurdles that used to take days. There is a strong sentiment that AI is "buying back time," which participants humorously suggest using for "drinking beer," but practically implies a shift toward higher-level thinking.

Question 3: What is your biggest AI challenge in Experimentation right now?

The biggest hurdles relate to organizational resources (time/budget) and legal/privacy hurdles.

Aggregated Term / Theme	Mentions
Resources, Time & Budget	9
Privacy, Compliance & Legal	8
Data Quality & Integration	7
Trust & Reliability (Hallucinations)	6
Skills & Knowledge Gap	6
AI Implementation (Agents/Tools)	4
Other / Fun	4
Miscellaneous	11

Question 4: The future: Where is AI taking Experimentation?

The future is seen as a mix of extreme automation and a shift for humans into more strategic, "orchestrator" roles.

Aggregated Term / Theme	Mentions
Automation & Velocity	10
Hyper-Personalization	8
Strategic Shift for Humans	7
Industry Disruption (Changes to CRO)	6
Improved Understanding & Data	2
Other / Fun (e.g., 3-day work week)	9
Miscellaneous	16

Summary part 2

3. Challenges: The "Boring" Hurdles are the Hardest

Interestingly, the biggest challenges aren't the AI technology itself, but **organizational and ethical infrastructure**.

- **What we learn:** There is a significant "readiness gap." Experimenters want to move fast, but they are being slowed down by IT permissions, legal/compliance concerns regarding data privacy, and a general lack of internal "buy-in." There is also a recurring fear of "hallucinations"—the worry that while AI is fast, it might be confidently wrong, requiring a level of human verification that can sometimes negate the time saved.

4. The Future: From "Doer" to "Orchestrator"

The vision for the future is a radical shift in the role of the Experimenter.

- **What we learn:** There is a consensus that "manual CRO" is dying. Participants expect a future of **Autonomous Experimentation**, where AI agents generate, launch, and optimize variations on-the-fly. However, this isn't seen purely as job replacement. The terms "Orchestrator" and "Human Reason" suggest that the future experimenter will focus on strategy, empathy, and business optimization, while the AI handles the "arms and legs" of the execution.