

Welcome to

msqDx

The Digital Impact Company

computing
DevOps
Excellence
Awards
2023

NTA
WINNER

T Global
Business
Tech
Awards

B BIMA
Awards

The Drum.
Awards



G-Cloud 15

Service Document

Overview

Best-in-class
tech. **Enterprise
partners**



We build and
translate digital
experiences into
**commercial
impact**



ISO 27001 certified for information
security management

**Sector led
expertise**



Blood and Transplant

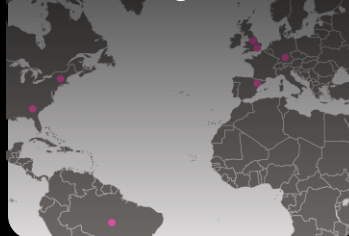


Canal &
River Trust

600+

digital experts globally

Part of the MSQ group,
reaching 1,850 people
across branding, media
& marketing.



msqdx

AI Enabled

MSQ DX Proprietary
AI tools to deliver
more for less



150+

complex integrations
across public & private
sectors

Our experience



CORINTHIA[®]
HOTELS

B/S/H/



CIPD



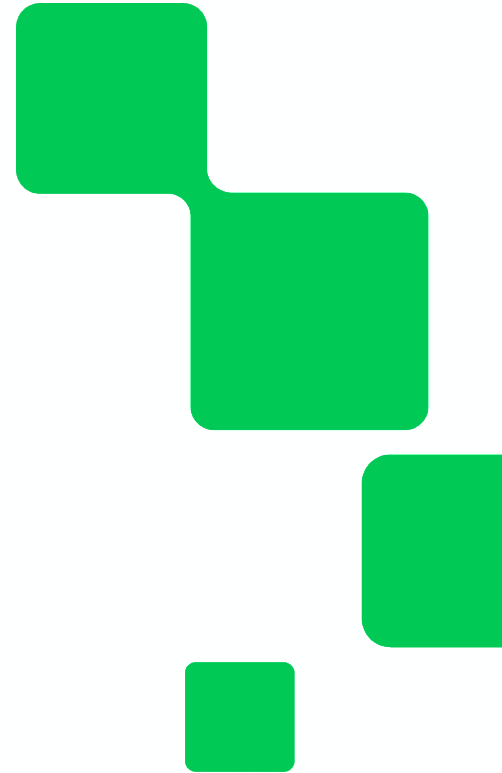
Digital experience optimisation and testing

MSQ DX provides data-driven digital experience optimisation services, combining conversion rate optimisation (CRO), A/B and multivariate testing, experimentation programmes, and user testing to improve digital performance. Services span the full optimisation lifecycle: from strategy and hypothesis development through test planning, build, execution, and analysis.

Our approach validates design decisions with real user data, reducing development risk and ensuring digital investments deliver measurable improvements.

Example platforms and tools:

- Optimizely (Partner)
- Web Trends Optimize (Partner)
- Google Analytics (Certified)
- Adobe Analytics (Certified)
- In-house biometrics laboratory with eye-tracking, facial expression analysis, and GSR technologies



Optimisation discovery

MSQ DX begins each optimisation engagement with a discovery phase to understand current performance, identify opportunities, and establish measurement frameworks. We combine quantitative data analysis with qualitative user insights to build an evidence-based optimisation strategy aligned to business objectives.

Discovery activities include:

- Performance analysis and baseline measurement using analytics platforms
- Customer journey mapping to identify friction points and drop-off areas
- Competitor and comparator benchmarking
- Digital experience reviews and audits
- Data and measurement infrastructure auditing

Discovery outputs:

- Prioritised hypothesis backlog ranked by business impact and complexity
- Optimisation strategy and roadmap
- Measurement framework and success criteria
- Business case support documentation



Test planning, build and execution

MSQ DX delivers comprehensive testing services across the optimisation lifecycle. Our multidisciplinary team combines data analysis, UX design, and development expertise to create and execute tests that generate actionable insights.

Testing services include:

- A/B testing to compare design variants against control experiences
- Multivariate testing to evaluate multiple variables simultaneously
- Form optimisation to improve completion rates
- App store optimisation for mobile applications
- Prototype testing using interactive wireframes and high-fidelity prototypes
- In-sprint testing integrated within agile development cycles

Biometrics laboratory testing:

MSQ DX operates an in-house biometrics laboratory equipped with eye-tracking, facial expression analysis, and galvanic skin response (GSR) technologies. This enables measurement of physiological responses during user interactions, providing data on engagement, attention, and friction points that complements behavioural analytics.



Analysis, learning and continuous improvement

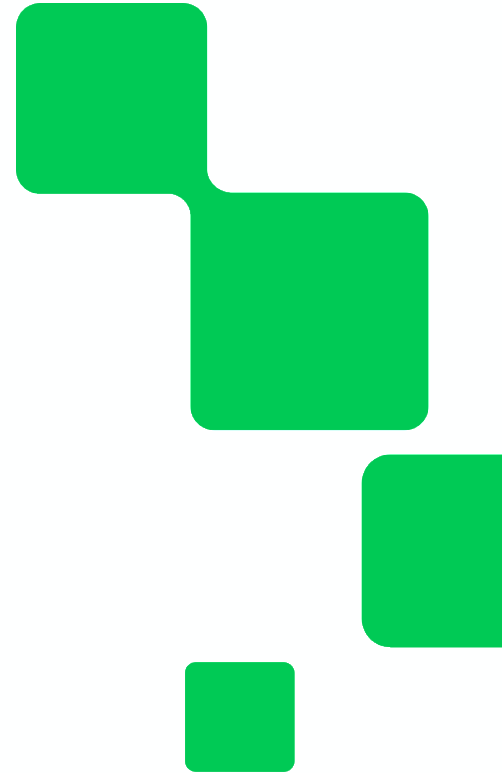
MSQ DX prioritises learning over isolated test results. Our analysis approach synthesises quantitative test data with qualitative user insights to generate recommendations that inform both immediate optimisations and longer-term digital strategy.

Analysis approach includes:

- Statistical analysis of test results with clear confidence thresholds
- Segmentation analysis to understand performance across user groups
- Insight synthesis connecting test outcomes to broader user behaviour patterns
- Recommendations for experience improvements and development priorities
- Knowledge transfer to embed optimisation capability within client teams

Reporting and dashboards:

- Bespoke automated dashboards for ongoing performance monitoring
- Regular progress reporting with clear metrics and actionable insights
- Test result documentation with statistical analysis and recommendations



Establishing experimentation as an operating model

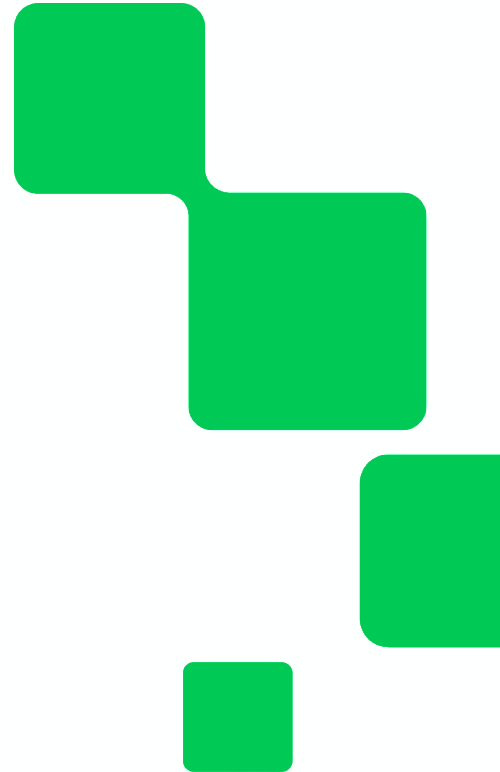
Beyond individual tests, MSQ DX helps organisations establish experimentation as a long-term operating model. This approach de-risks development programmes by validating ideas before significant resource commitment and builds internal capability for ongoing optimisation.

Programme elements include:

- Experimentation strategy aligned to business objectives and customer lifecycle
- Governance frameworks for test prioritisation and resource allocation
- Stakeholder engagement to build confidence in evidence-based decision making
- Training and consultancy to develop internal experimentation capability
- Integration with development processes to embed testing within delivery cycles

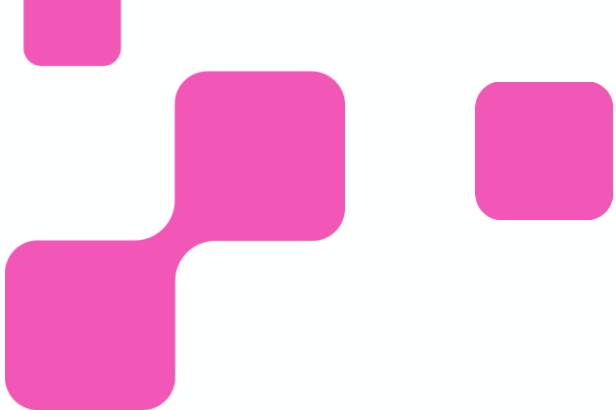
Programme outcomes:

- Reduced development risk through pre-build validation
- Content and design efficiencies based on evidence of what works
- Marketing team empowerment with greater ownership of web experience optimisation
- Data-driven culture established across digital teams



Working with MSQ DX

MSQ DX works as an extension of client teams, bringing optimisation expertise while adapting to existing structures and ways of working. We believe in transparency and collaboration, with shared goals and regular reporting to ensure alignment throughout engagements.

A decorative graphic consisting of several pink squares of various sizes and shapes, some overlapping, arranged in a cluster on the right side of the slide.

1.

Dedicated team with named project manager, client services lead, and specialist access

2.

Regular reporting on quality metrics and test coverage

3.

Flexible resourcing to scale with project demands

4.

Knowledge transfer to enable client team self-sufficiency

Contact

Chris Sheldon

Head of Business Development

chris.sheldon@msqdx.com

+44 7961 524 673

