

Client:	
Campaign:	
Date:	
Link:	

# Hypothesis Statement

# Expected Impact + Effort Required + Metrics Measured + Definition Of Complete

## Expected Impact

The impact value should be a single number based on the value the visitor will get from the action item and the impact that will have in moving toward your goals.

## Effort Required

The effort required should also be a single number that represents the combination of the number of hours, resources and difficulty to implement that particular action item.

## Metrics Measured

What specific metrics will you need to measure to test specific action item and evaluate if your hypothesis was correct? The more specific the metrics are that you list, the better.

## Definition Of Complete

What are all the steps needed to class this action item as complete? Defining this up front is important because it will erase any grey areas that may arise later down the road when reviewing results or efficiency.