

# EXPERIMENTATION AT BOL.COM



**WHO RAN *experiments* AT THEIR CLIENT**

**WHAT *tools* DID YOU USE TO RUN  
*experiments***

*Let's talk* BOL.COM

BOL.COM IS E-COMMERCE AT  
*serious scale*

**BOL.COM IS MUCH MORE THAN A *webshop***

**BOL.COM IS not AN engineering COMPANY**

# BUILDING A CUSTOM EXPERIMENTATION TOOL

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- ▶ Advanced functionality (multi armed bandit)

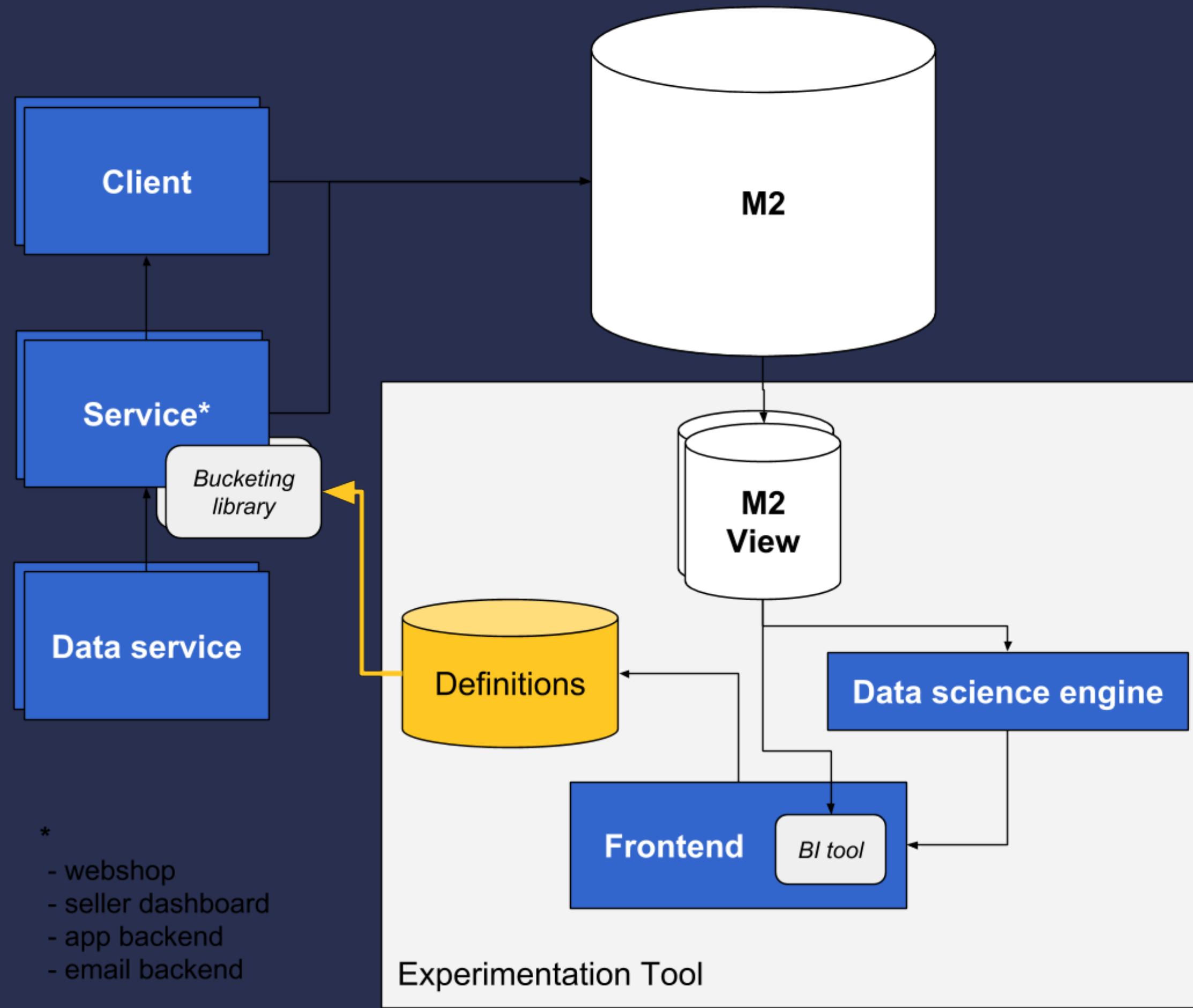
# REQUIREMENTS

- ▶ 70 teams
- ▶ Experimentation across the stack
- ▶ Experimentation across the platform
- ▶ Shifting Bol.com's culture to be experimentation first

# 3 FACETS

- ▶ Tooling
- ▶ Knowledge Sharing
- ▶ Analysis

# PROPOSED SOLUTION



# APPROACH

1. MVP a/a test
2. hook up to backend
3. create tooling (frontend)
4. wire up the statistics engine

# TECHNOLOGIES

- ▶ Kotlin experimentation client library
- ▶ Murmur hash based bucketing algorithm
- ▶ Spring boot based experimentation service
- ▶ React based frontend

**WHAT DID WE  
LEARN IN OUR  
FIRST MONTH**

# ACRONYM ALL THE THINGS



AIR, APL, AUT, BIZCAT, BLUE, BJV, BOQS, BUBBA, CDN, CDS, CHK, CMT, CP,  
CNTR, COPS, CTN, CCM, DQS, DCS, DVN, DGF, DISCO, DTR, DPI, DUX, EDDY,  
EST, FFT, FPC, FRK, GCD, GOPRO, GRM, GSE, HDL, HTD, ICN, IPL, MXS, MAF,  
MESS, OER, OLG, OPERA, ORCA, PAS, PRK, PCT, POS, PRC, PCS, DARWIN,  
PYT, RED, ROS, ROSLING, RTP, SCAR, SEO, SFD, SOR, SSO, SLT, SNAIL, SQRL,  
SUMMA, SSY, SWAP, SWAPS, TEAM1B, DPIT, TLT, TOM, TRC, WSP, WIKI

**DON'T SWIM AGAINST THE CURRENT**

# **WHAT WERE WE ABLE TO ACHIEVE IN 1 MONTH**

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- ▶ Extended contracts
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- ▶ Claim autonomy for architectural decisions

