

# Confirming Effects After Implementation

## HOLDOUTS

What type?

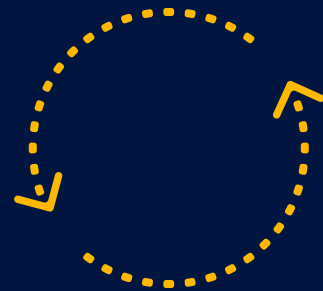
1. Test-specific
2. Continuous



## FLIP TEST

Implement then A/B test the previous control. Easy and fast.

Caution: What if it loses?



## TIME SERIES & MOVING AVERAGES

Looking at data and effect trends at week, month, or quarterly perspectives.

See [GA effect](#).

