

**Date**

November 05, 2015

**Better Decision-Making with Randomized Controlled Trials\_presentation.pptx**

# Webinar: Better Decision-Making with Randomized Controlled Trials: A Guide for Financial Service Providers

Randomized controlled trials (RCTs) have grown in popularity among for-profit and not-for-profit financial service providers alike, due to their accuracy in evaluating both bottom-line and social mission impacts. But many organizations struggle to understand exactly what RCTs are, and how to begin using RCTs for decision-making.

In this free webinar, we discuss why RCTs are so powerful and how financial service providers can use RCTs to understand the impacts of their products and services. Specifically, we cover:

- Insights into why RCTs are an effective tool for decision-making, including when they're useful (and when they're not)
- Tangible steps to take to prepare for and launch an RCT
- Identifying appropriate metrics and ideas for how to maximize the value of your data

**View a recording of the webinar [here](#).**

## City

2-3 PM, EST

## Country

United States