Daniel Egan is the Director of Behavioral Finance at Betterment, where he uses insights from psychology and economics to help investors make better decisions. He guides Betterment's investing process, but also how it makes quantitatively informed design and marketing decisions.

In this talk, Dan will touch on how Betterment has designed their website and firm to embrace data-based decisions. Betterment is constantly running experiments on both its prospects, and its clients. They use cutting-edge automated split-testing which dynamically adapts according to both outcomes and significance. Tests are crafted with a behavior focus in mind, from anchoring and framing to peer references. He'll discuss why they've found this approach highly successful, including learning from negative tests.