AB Testing
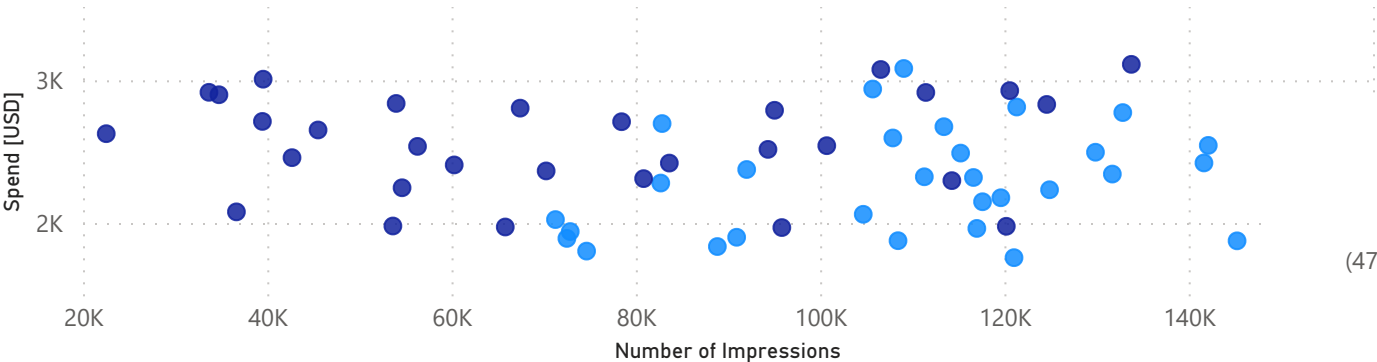## Control Campaign VS Test Campaign
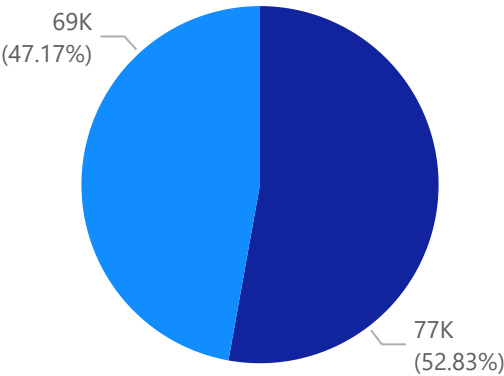
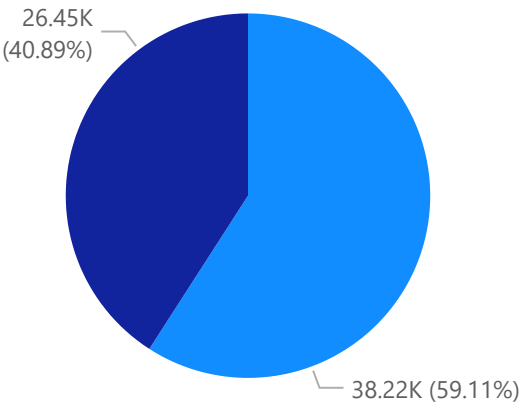## Amount Spent to Impressions

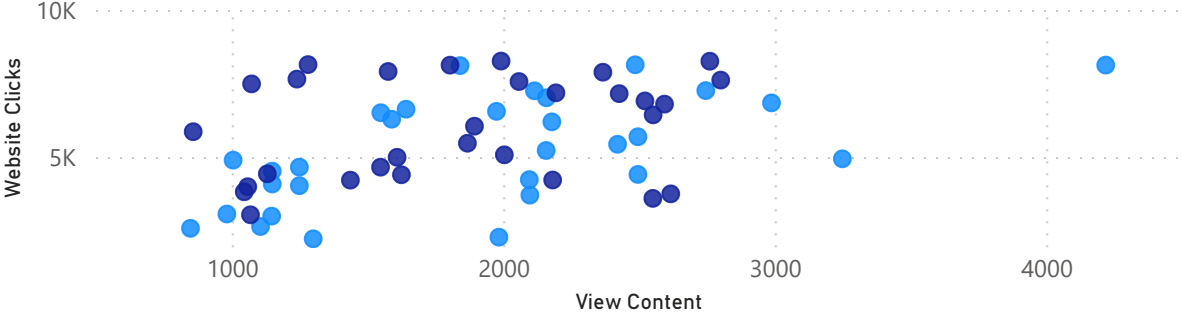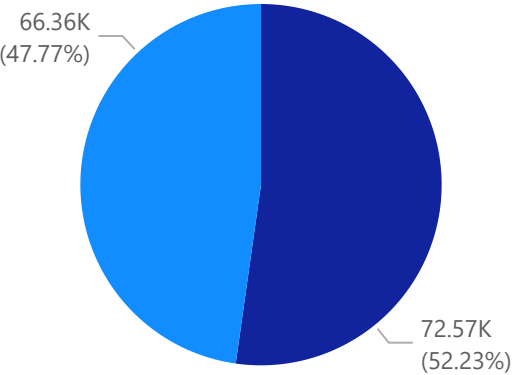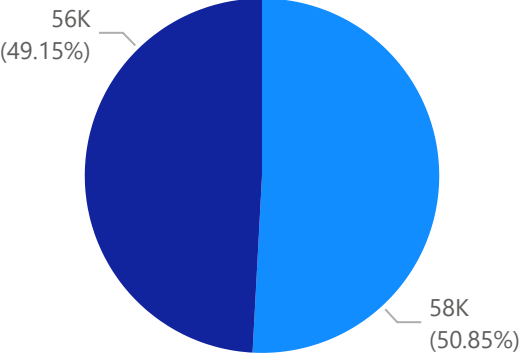## View Content and Website Clicks

Amount of content viewed and Added to the cart

Legend

| Control Campaign | Test Campaign |

Amount Spent

69K (47.17%)
77K (52.83%)

Added to Cart

26.45K (40.89%)
38.22K (59.11%)

Searches

66.36K (47.77%)
72.57K (52.23%)

ViewContent

56K (49.15%)
58K (50.85%)