

0.18

Control - CTR

0.25

Variant - CTR

0.03

Control - Conversion Rate

0.04

Variant - Conversion Rate

12.02

Control - Avg Session Length

15.01

Variant - Avg Session Length

38.02

% Uplift

15.57

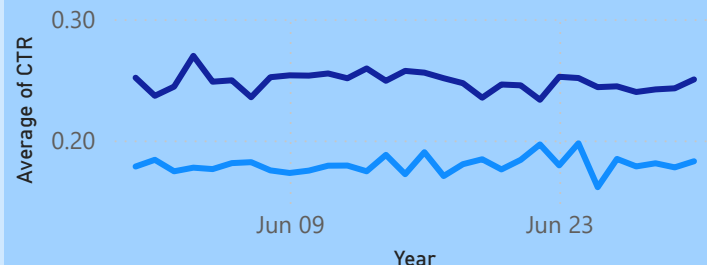
% Uplift

24.84

% Uplift

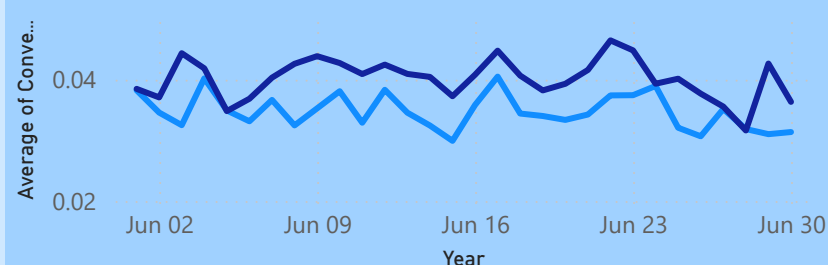
Click-Through Rate Over Time

variant ● control ● variant



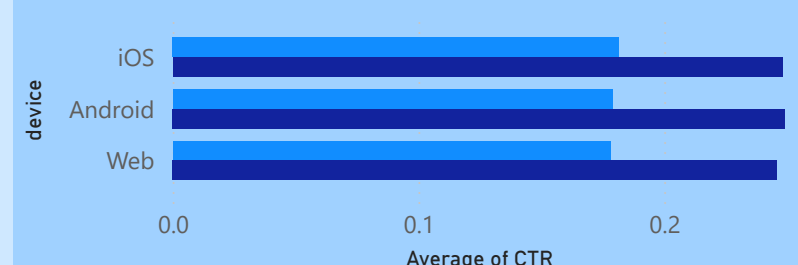
Conversion Rate Over Time

variant ● control ● variant



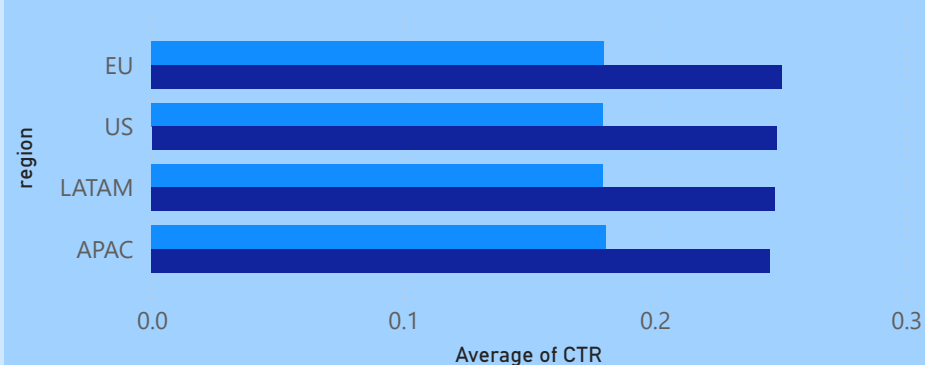
CTR by Device and Variant

variant ● control ● variant



CTR by Region and Variant

variant ● control ● variant



date

6/1/2024 6/30/2024



variant

control

variant

CTR by Age Group and Variant

variant ● control ● variant

