Guides for result based campaign testing worksheet.

From (paid) video course:
   https://www.udemy.com/campaign-response-testing/

Source code:
   https://github.com/WinVector/CampaignPlanner/

Response Driven Campaign Planner

Sheet chooser

Description of experiment resultsto be analyzed (supplied by user)

Choose Task

Evaluate Campaign ▾

Actions		Successes		Success Value:	
100	↕	1	↕	2	↕

Actions		Successes		Success Value:	
100	↕	2	↕	1	↕

Wish Price		Scale Factor	
0.05	↕	1	↕

Extra analysis controls

```
       Label Actions Successes ValueSuccess observedSuccessRate
1 Campaign_1     100         1           2         0.01485149
2 Campaign_2     100         2           1         0.02475248
  observedValuePerAction pAboveWishPrice
1             0.02970297       0.1681113
2             0.02475248       0.0702618
```

Results of outcome analysis

Bayesian posterior action to success value estimates

density

Label
Campaign_1
Campaign_2

Action To Success Value (dollars)

Posterior Probabilities

```
       Deal1      Deal2 p1Greater2
1 Campaign_1 Campaign_2  0.5324614
```

Response Driven Campaign Planner

Source code:

Online version:

Choose Task

Plan Campaign ▼

Description of parameters be analyzed
(supplied by user)

Success Rate:		Success Value:	
0.5		1	
Success Rate:		Success Value:	
0.5		1	

Extra analysis controls

Error Probability:		Relative Error:		Count Goal	
0.05		0.2		5	

Find a campaign size that will find the expected value of an action to within the chosen relative error, with confidence 1 - chosen Error Probability.

Suggested Campaign Actions/Sizes

	Label	ActionsToMeetErrorGoals	ActionsToMeetCountGoals	MatchingRates
1	Campaign_1	150.0000	10.0000	0.5000
2	Campaign_2	150.0000	10.0000	0.5000

Enter Campaign Actions/Sizes

100

100

Results of plan analysis

distribution of possible outcomes

Posterior Probabilities

	Deal1	Deal2	p1gt2	p1lt2
1	Campaign1	Campaign2	0.4717249	0.4717249

Typical Outcome

Regenerate

Regenerate typical experiment button

	Label	Actions	Successes	ValueSuccess	expectedSuccessRate
1	Campaign1	100	40	1	0.4009901
2	Campaign2	100	54	1	0.5396040
	expectedValuePerAction				

Eval sheet of typical drawn experiment