Campaign Testing: A quick quiz on terms

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1:A probability or chance of 0.03 represents what percent?

- 0.03%
- 0.3%
- 3%
- 30%
- 300%

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2: Planning sheet question: for a campaign with a success rate of 0.01 you need to schedule at least how many actions to expect to meat a count goal of 5 successes?

- 100
- 500
- 1000

2: Planning sheet question: for a campaign with a success rate of 0.01 you need to schedule at least how many actions to expect to meat a count goal of 5 successes?

- 100 This is too few.
- 500 This is just enough.
- 1000 This will work well, but you can get away with fewer.

4: Planning sheet question: if you run two campaigns for 1000 actions each and the first campaign has a 1% success rate and second campaign has a 3% success rate what selection is closest to the reported posterior probability that the second campaign with in fact be perceived as the higher value one in an experiment (p1lt2)?

- 1%
- 10%
- 50%
- 90%
- 99%

4: Planning sheet question: if you run two campaigns for 1000 actions each and the first campaign has a 1% success rate and second campaign has a 3% success rate what selection is closest to the reported posterior probability that the second campaign with in fact be perceived as the higher value one in an experiment (p1lt2)?

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- 10%
- 50%
- 90%
- 99%. Yes, the sheet reports a probability of 0.9995872, which is over 99%.

4: Evaluation worksheet question: which sample is more likely evidence of a population with that is worth $0.05 per action: Campaign 1 (where successes are with $3 each and we saw 1 success from 100 actions) or Campaign 2 (where successes are worth $1 each and we saw 3 successes from 100 actions)?

- Campaign 1
- Campaign 2

4: Evaluation worksheet question: which sample is more likely evidence of a population with that is worth $0.05 per action: Campaign 1 (where successes are with $3 each and we saw 1 success from 100 actions) or Campaign 2 (where successes are worth $1 each and we saw 3 successes from 100 actions)?

- Campaign 1. Yes, both campaigns performed below the expected value- but Campaign 1 with fewer successes has higher variance, so is less certain about being out of range. The table says it leaves 34% chance that the unknown true population is worth at least $0.05 per action (and Campaign 2 only leaves an 18% chance).

- Campaign 2. The table says Campaign 1 leaves 34% chance that the unknown true population is worth at least $0.05 per action (and Campaign 2 only leaves an 18% chance).

End of Quiz