Guides for result based campaign testing worksheet
See https://github.com/WinVector/CampaignPlanner for details

Response Driven Campaign Planner

Sheet chooser

Description of experiment results to 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

Results of outcome analysis

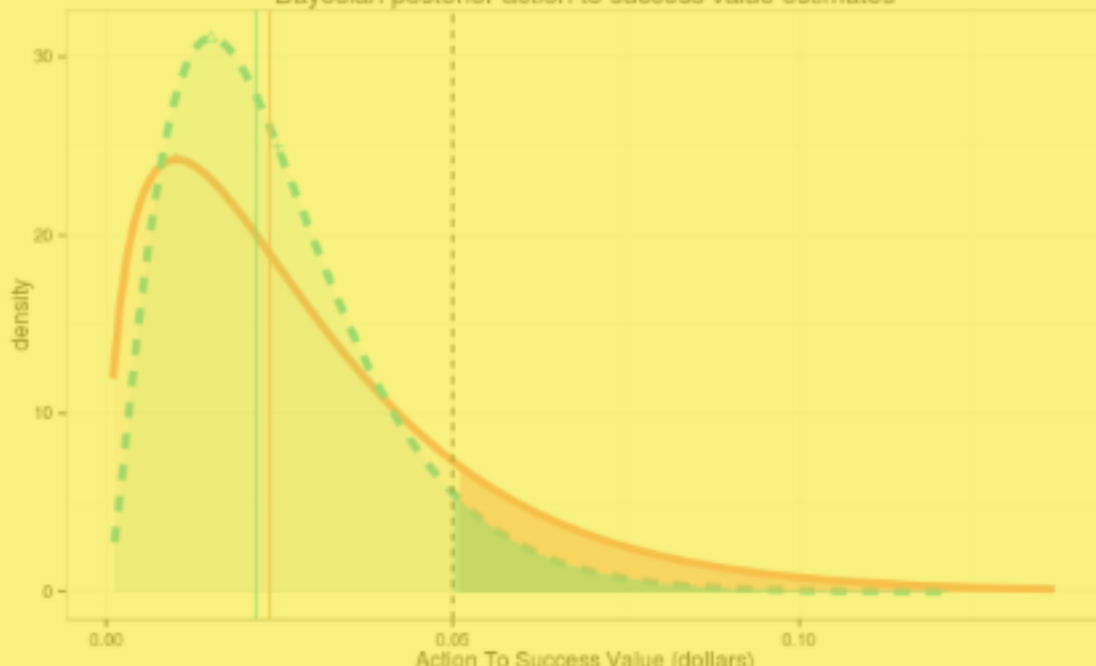```
      Label Actions Successes ValueSuccess observedSuccessRate
1 Campaign_1   100   1   2   0.01485149
2 Campaign_2   100   2   1   0.02475248
  observedValuePerAction pAboveWishPrice
1   0.02970297   0.1681113
2   0.02475248   0.0702618
```

Bayesian posterior action to success value estimates



**Posterior Probabilities**

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

Response Driven Campaign Planner

Source code:

https://github.com/WinVector/CampaignPlanner/
Online version:

https://win-vector.shinyapps.io/CampaignPlanner/

Choose Task

Plan Campaign ▾

Description of parameters be analyzed
(supplied by user)

Success Rate:

0.5

Success Value:

1

Success Rate:

0.5

Success Value:

1

Extra
analysis
controls

Error Probability:

0.05

Relative Error:

0.2

Count Goal

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

Regenerate
typical experiment
button

Eval sheet
of typical
drawn experiment

Posterior Probabilities

```
      Deal1     Deal2      p1gt2      p1lt2
1 Campaign1 Campaign2 0.4717249 0.4717249
```

Typical Outcome

Regenerate

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