

Ads A/B Testing Analysis

Objective

This analysis aimed to evaluate the results of an A/B test and assess the effect on revenue by changing the order of items in the feed to display 4 paid items followed by 1 organic item.

Test Groups

A (control) – Organic item first, followed by 4 Paid items (current situation)
B (test) - 4 Paid items first, followed by 1 Organic item

Business question

How did Group B perform compared with A in terms of Revenue, RPM, and CTR?

Main findings

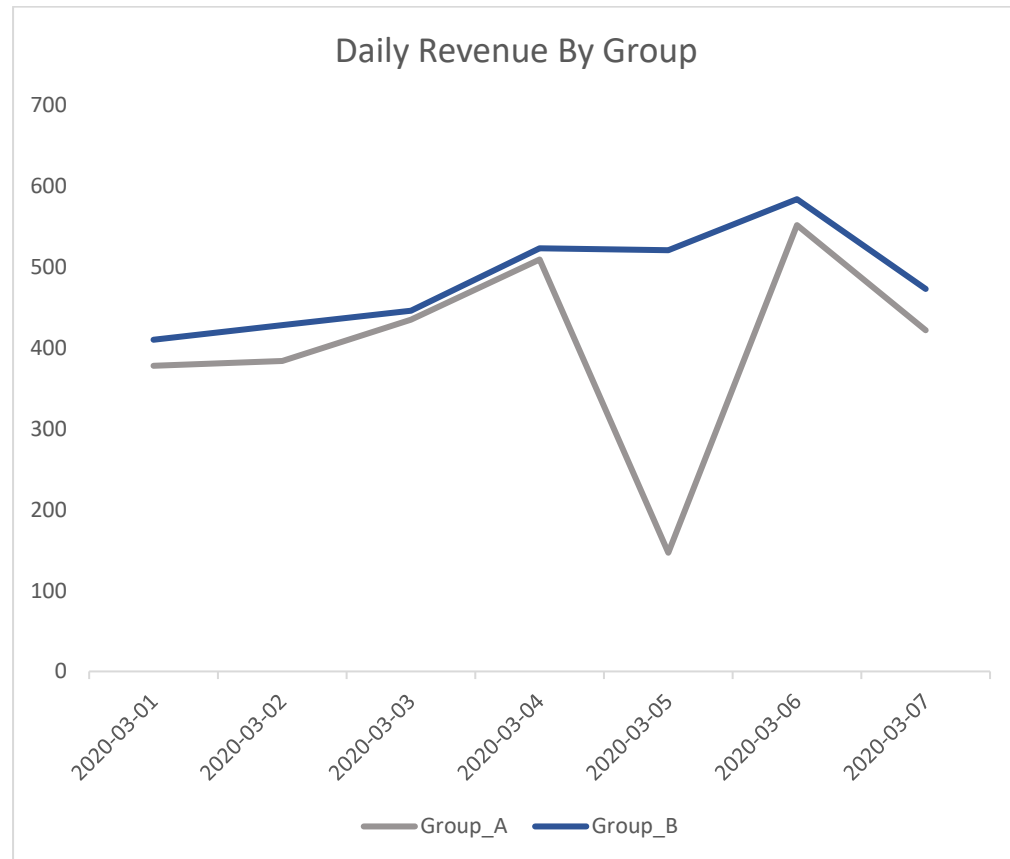
- On March 5th, a bug or server failure occurred, resulting in a 59% decrease in sessions for Group A. Therefore, this day was excluded from the analysis
- Group B's daily Revenue of \$477 is +7% over Group A
- Group B's RPM (Revenue per 1k Views) of \$8.12 is +22% over Group A
- While Group B shows a positive lift of +10% in Paid CTR (Click Through Rate), it also exhibits a significant negative lift of -54% in Organic CTR. This discrepancy could present challenges for publishers.

Recommendations

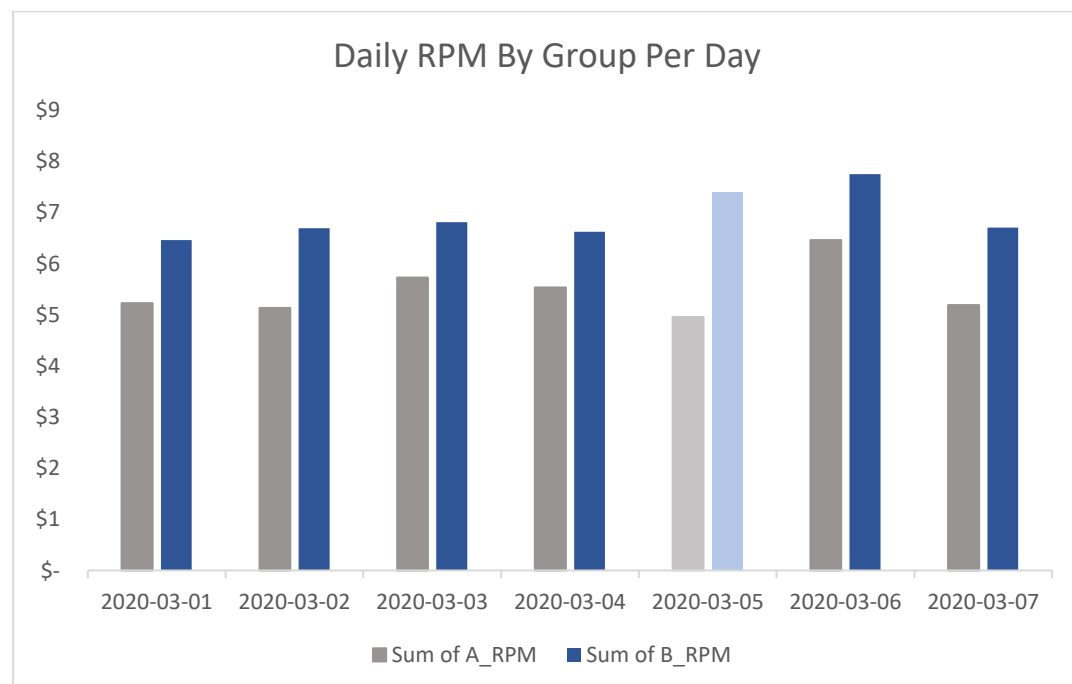
- It is recommended to repeat the test to ensure a period with no gaps
- If the results remain consistent, it is advisable to change the feed to 4 paid items followed by 1 organic item
- It is important to monitor trends on the publisher's side to ensure that the decrease in Organic CTR does not cause any issues

Supporting Charts

March 5th was excluded from the analysis due to a bug or server failure



Overall, Group B's RPM of \$8.12 is +22% higher than Group A's



While Group B shows a positive lift of +10% in Paid CTR (Click Through Rate), it also exhibits a significant negative lift of -54% in Organic CTR (two graphs below)

