

AB Test: Promote in OLX

Requested By (PM): Cláudia Rosado

Product: Otomoto, Autovit, Standvirtual (desktop)

Feature: Promote in OLX Button with colour variation (blue / grey)

Goal Description / User Behavior to Change: Measuring users willingness to promote ads in OLX directly in My Account

Main Metric to Impact: Promote in OLX CTR **Metric Goal to Achieve:** none **Expected Release Date:**

Effective Release Date:

Related JIRA Ticket: GVPI-114

Conclusions

Otomoto

```
## Warning: package 'kableExtra' was built under R version 3.4.2
```

id	name	period	PopulationMetric	PopulationValue	SucessMetric	SucessValue	ctr
9830182098	Grey Button	Dec 17, 2017 - Jan 07, 2018	my_ads_active	22792	promote_in_olx	498	0.0218498
9831732375	Blue Button	Dec 17, 2017 - Jan 07, 2018	my_ads_active	22418	promote_in_olx	754	0.0336337

```
##
##      Two-sample comparison of proportions power calculation
##
##              n = 22792, 22418
##              p1 = 0.02184977
##              p2 = 0.03363369
##      sig.level = 0.05
##      power = 1, 1
##      alternative = two.sided
##
## NOTE: n is number in *each* group
```

Autovit

id	name	period	PopulationMetric	PopulationValue	SucessMetric	SucessValue	ctr
	Grey Button	Dec 17, 2017 - Jan 07, 2018	my_ads_active	2275	promote_in_olx	53	0.0232967
	Blue Button	Dec 17, 2017 - Jan 07, 2018	my_ads_active	2134	promote_in_olx	57	0.0267104

```
##
##      Two-sample comparison of proportions power calculation
##
##              n = 2275, 2134
##              p1 = 0.0232967
##              p2 = 0.0267104
##      sig.level = 0.05
##      power = 0.1107320, 0.1064074
##      alternative = two.sided
##
```

NOTE: n is number in *each* group

Standvirtual

id	name	period	PopulationMetric	PopulationValue	SucessMetric	SucessValue	ctr
	Grey Button	Dec 17, 2017 - Jan 07, 2018	my_ads_active	2159	promote_in_olx	27	0.0125058
	Blue Button	Dec 17, 2017 - Jan 07, 2018	my_ads_active	2194	promote_in_olx	42	0.0191431

```
##
##      Two-sample comparison of proportions power calculation
##
##              n = 2159, 2194
##              p1 = 0.01250579
##              p2 = 0.01914312
##      sig.level = 0.05
##      power = 0.4158224, 0.4213347
##      alternative = two.sided
##
## NOTE: n is number in *each* group
```