

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

In Otomoto.PL, we have statistically relevant results with the blue version winning (3.4% CTR) against the grey version (2.2% CTR).

In Autovit.RO and Standvirtual.PT, we still need a bigger sample to decide between blue or grey. Nevertheless, the blue version has always a small advantage over the grey version (AUT: 2,7% vs 2,3% STV: 1,9% vs 1,3%).

My advice is to shutdown the test in all countries and consider the blue version the winner in all countries, as it will take a longer time to have results and, in my opinion, we shouldn't annoy our users further more.

Otomoto

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
```