



# A/B Testing

Landing Page with food and drink banner

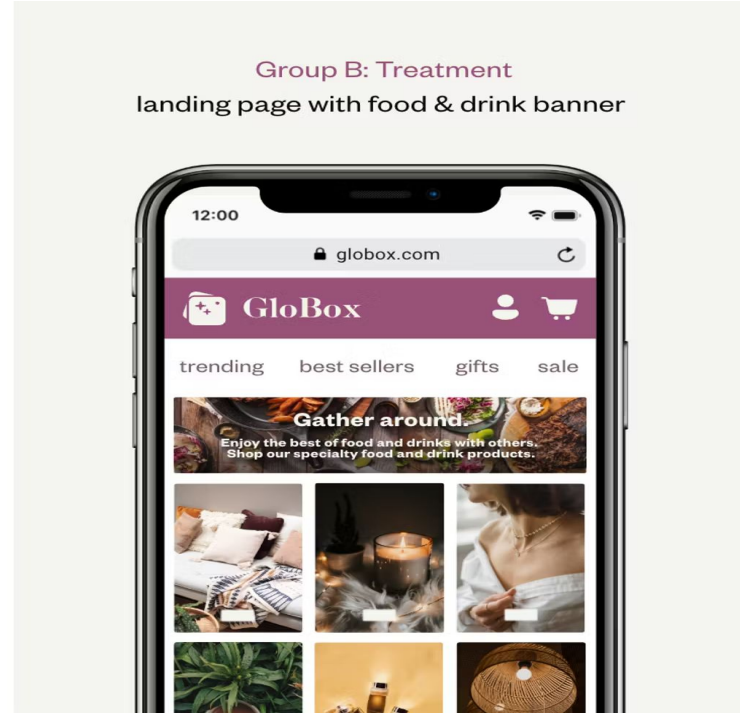


# This A/B test analysis included two versions of the GloBox web page

Group A: Control  
existing landing page



Group B: Treatment  
landing page with food & drink banner



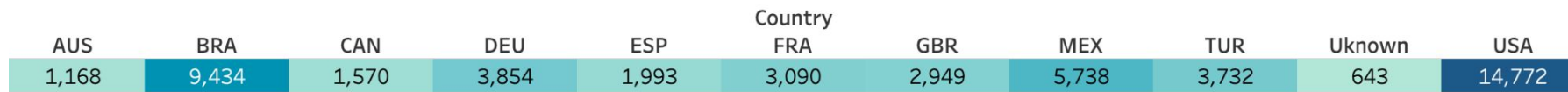
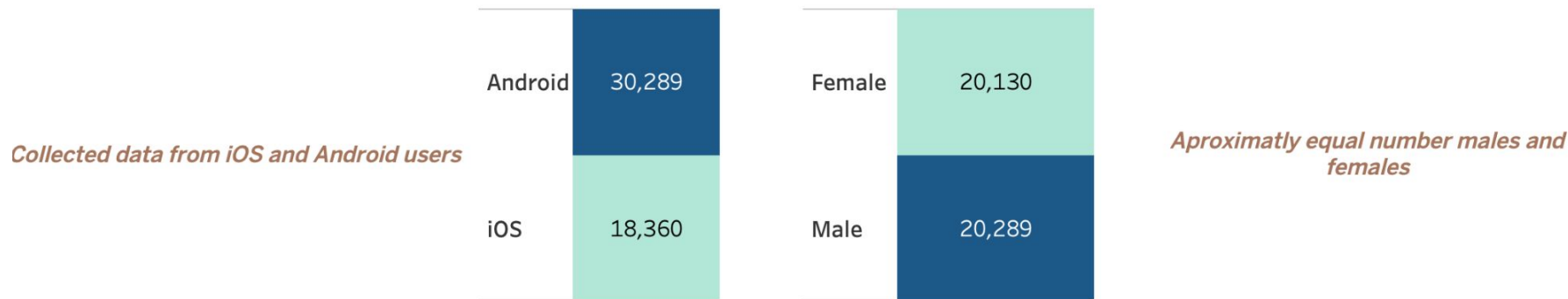
*The goal is to evaluate the effectiveness of a new banner feature on GloBox website*

# The study included ~49k users across 11 countries

*Experiment Duration  
January 25th-February 6th, 2023..*

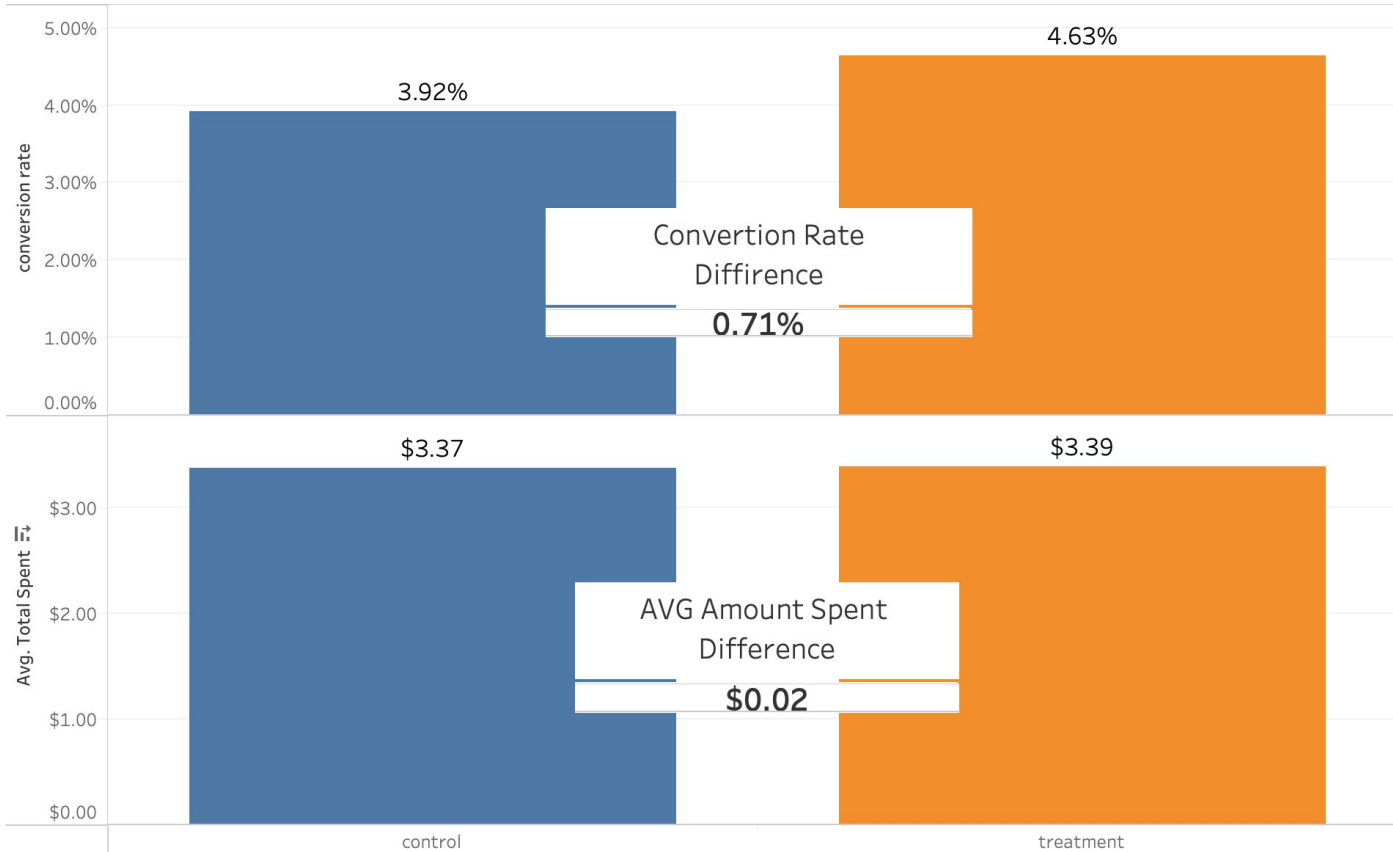


*The A/B test randomly assigned users to either the control group or the treatment group*



*Have users across different countries*

# The study showed mixed results across two key metrics



Users who saw the banner had a higher conversion rate compared to the control group

We did not observe a significant difference in the average amount spent per user

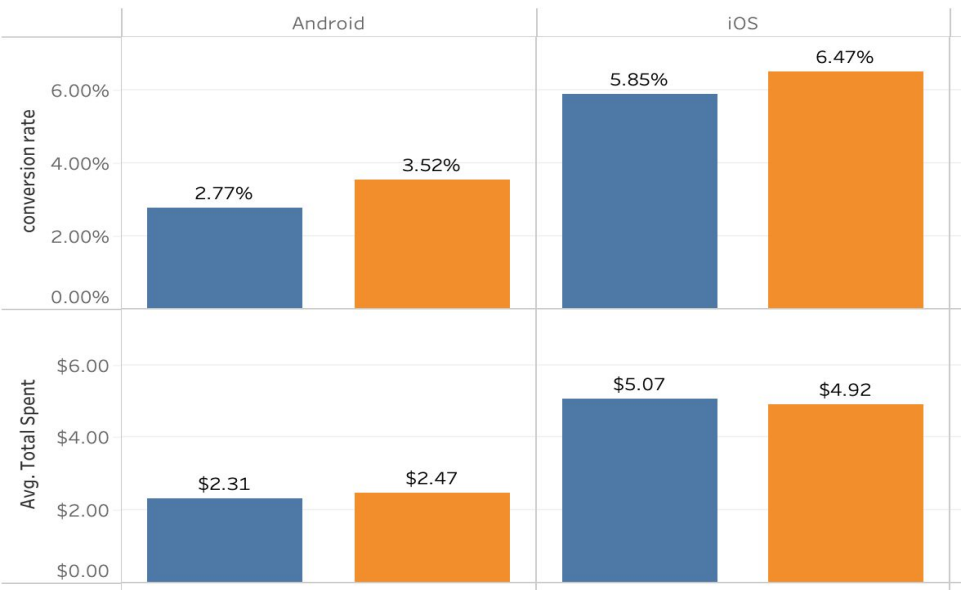
# Gender and device analysis



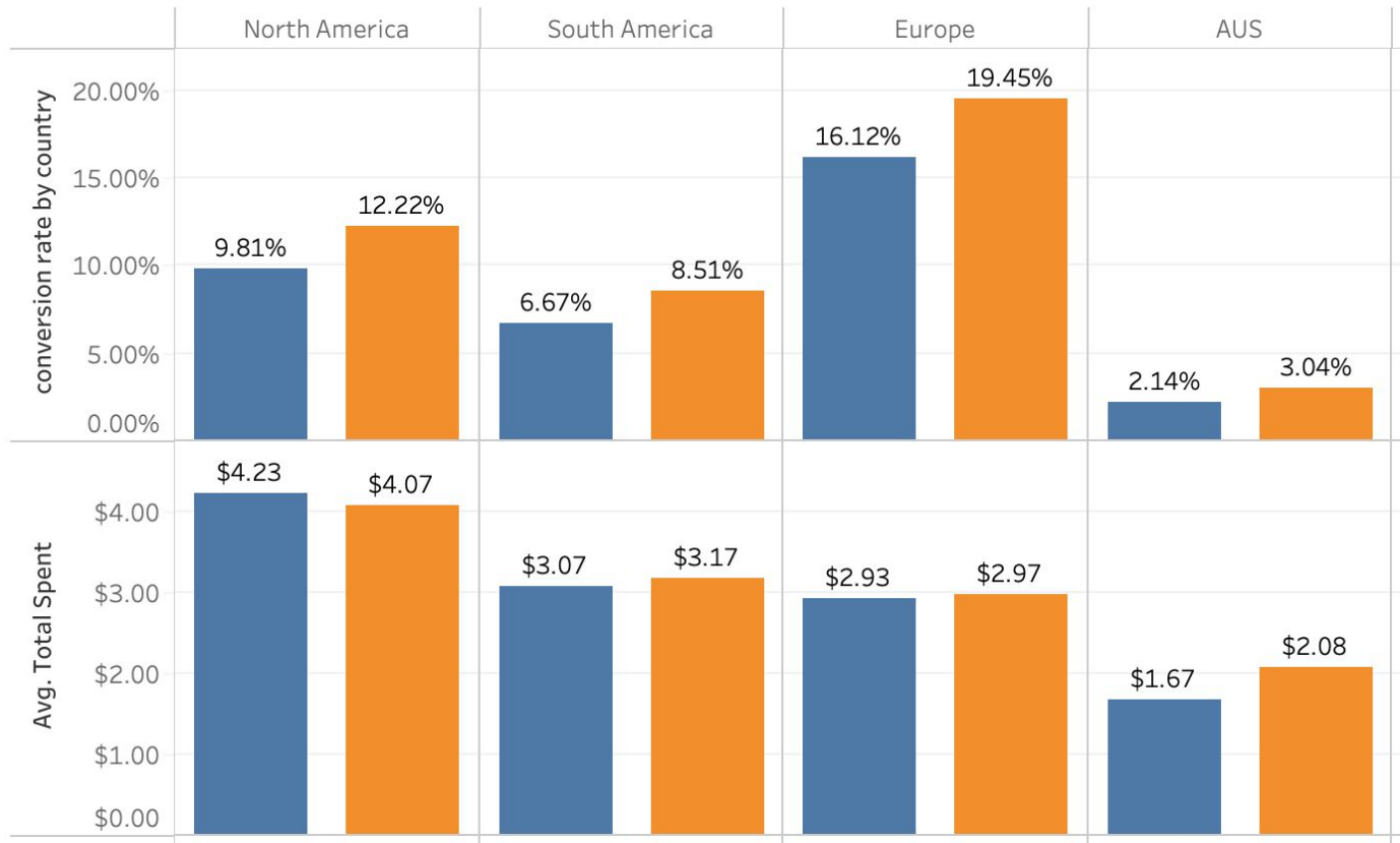
Female users tend to have higher conversion rates compared to male users, but their average amount spent is slightly lower.

The treatment group have higher conversion rates compared to the control group across all device types.

The average amount spent with iOS users generally spending more than Android users



# Country analysis



The treatment groups generally have higher conversion rates compared to the control groups across different countries.

Average amount spent varies across countries, with Europe having the highest average amount spent and AUS having the lowest.

# Power Analysis

Our power analysis highlighted the need for a larger sample size:

- For the conversion rate\* metric suggests that a total sample size of approximately **60.6k** users.
- For the average amount spent\* metric suggests a total sample size of approximately **182k** users

This would ensure sufficient statistical power and accurate detection of desired effects

\*link to calculators of power analysis

# Recommendation

- ✓ Based on the significant difference in conversion rates, we recommend launching the banner feature
- ✓ Further data analysis and a larger sample size should be considered
- ✓ Continuous monitoring, collaboration with other teams, and further analysis are necessary for optimization



# Thank you!

Any questions?

[Link to A/B Testing report](#)