

# A/B Testing Dashboard — From Data to Decision

Conversion Rate A

9,8%

Conversion Rate B

8,6%

Relative Uplift (%)

- 12%

Significant

(p<0.05)

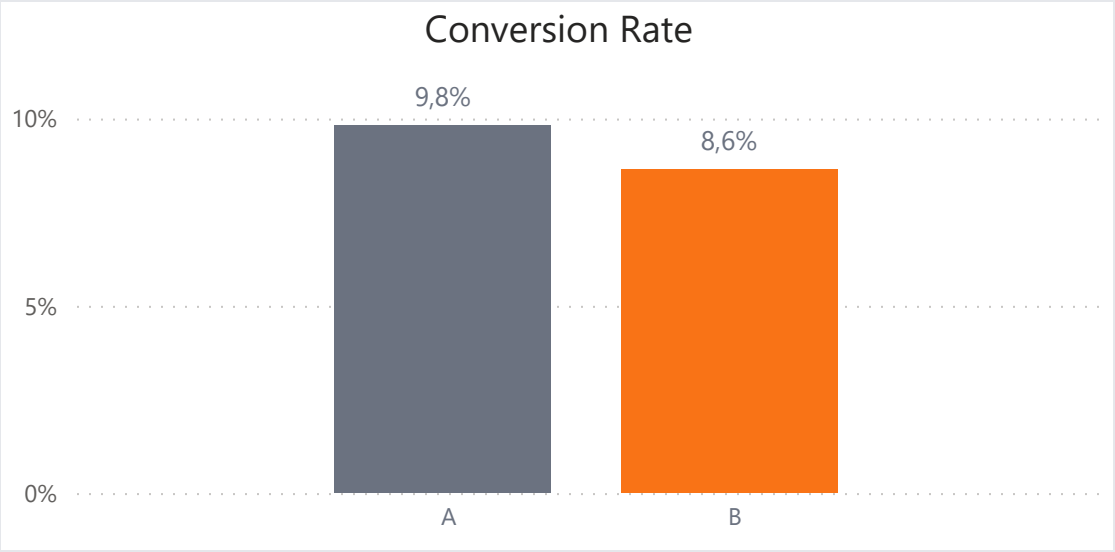
Z score

- 11,84

Absolute Uplift (p.p.)

- 1,2

Group	Impressions	Clicks	Purchases	Spend USD1	CPC	CPA	CPM ▲
A	3177233	154303	15161	68653	\$0,44	\$4,53	\$21,61
B	2237544	180970	15637	76892	\$0,42	\$4,92	\$34,36



**Result:** Test group (B) showed lower conversion (–12%) and higher CPA. The difference is statistically significant (p<0.05). Recommended to keep Control (A).