

ДЗ по "А/В-тестирование (семинары)"

Семинар 4. А/В-тестирование мобильных приложений

Задание:

Настроить а/б тест на сайте с 2-мя изменениями на своем сайте либо на аккаунте преподавателя(доступ по запросу)

уведомления

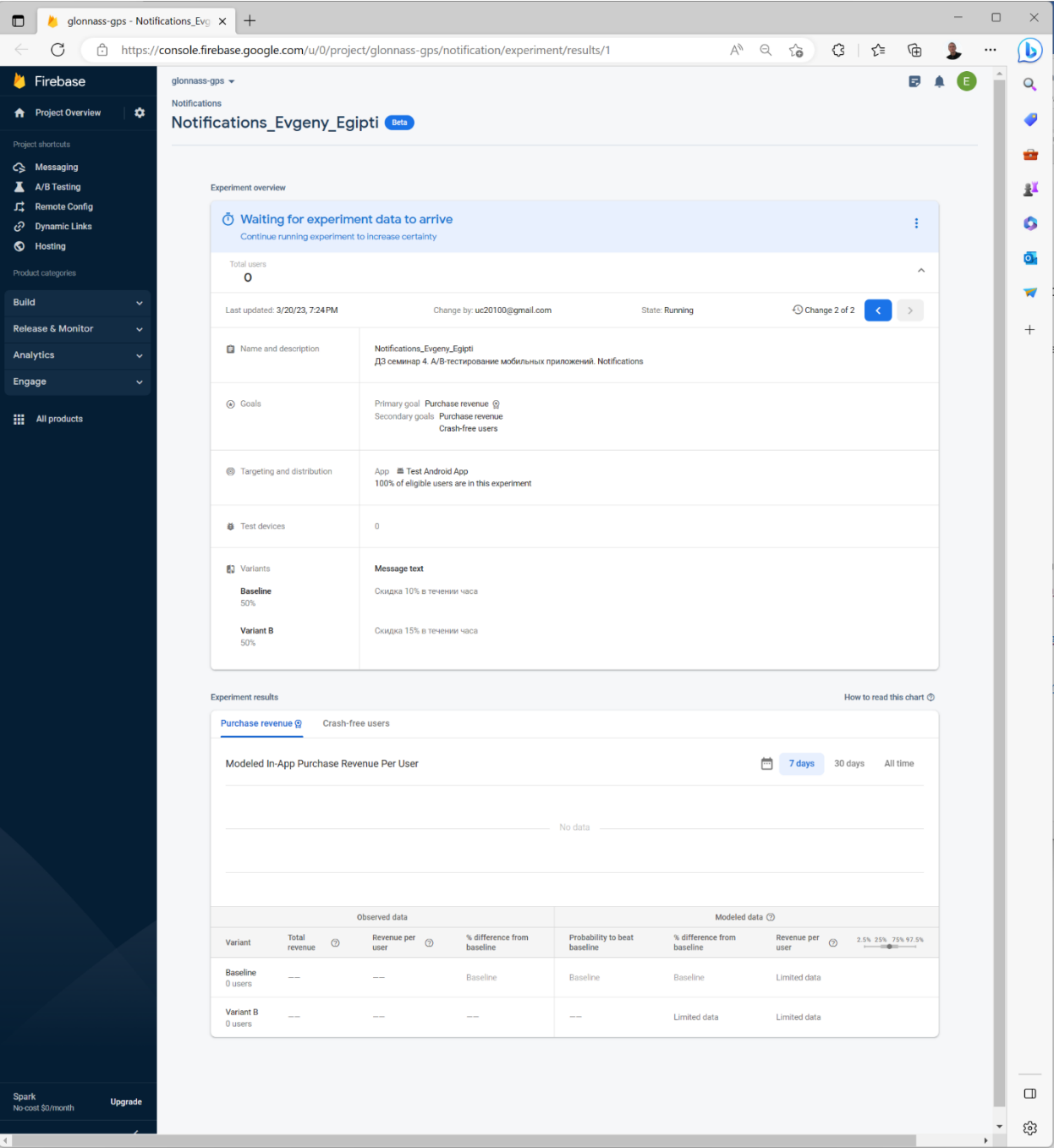
remote config

in-app сообщения

Решение:

На сервисе Firebase создали A/B тесты мобильных приложений.

Notifications - <https://console.firebase.google.com/project/glonnass-gps/notification/experiment/results/1>



in-app сообщения - <https://console.firebase.google.com/project/qlonass-gps/inappmessaging/experiments/results/2>

glonass-gps - Notifications_Evg

glonass-gps - In_App_Evgeny_E

https://console.firebase.google.com/u/0/project/qlonass-gps/inappmessaging/experiments/results/2

Firestore

glonass-gps

In-App Messaging

In_App_Evgeny_Egipti

Beta

Project Overview

Project shortcuts

Messaging

A/B Testing

Remote Config

Dynamic Links

Hosting

Product categories

Build

Release & Monitor

Analytics

Engage

All products

Experiment overview

Waiting for experiment data to arrive

Continue running experiment to increase certainty

Total users

0

Last updated: 3/20/23, 8:11 PM

Change by: uc20100@gmail.com

State: Running

Change 2 of 2

Name and description

In_App_Evgeny_Egipti
ДЗ семинар 4. A/B-тестирование мобильных приложений. In App Messaging

Goals

Primary goal: Purchase revenue
Secondary goals: Purchase revenue

Targeting and distribution

App: Test Android App
100% of eligible users are in this experiment

Test devices

0

Variants

View all variants

Experiment results

How to read this chart

Purchase revenue

Modeled In-App Purchase Revenue Per User

7 days 30 days All time

No data

Variant	Observed data			Modeled data		
	Total revenue	Revenue per user	% difference from baseline	Probability to beat baseline	% difference from baseline	Revenue per user
Baseline 0 users	---	---	Baseline	Baseline	Baseline	Limited data
Variant B 0 users	---	---	---	---	Limited data	Limited data

Spark

No cost \$0/month

Upgrade

glonnass-gps - Notifications_Evg

glonnass-gps - In_App_Evgeny_E

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← ↻ 🔒 https://console.firebase.google.com/u/0/project/ghonnass-gps/inappmessaging/experiments/results/2 🔍 ⚙️ ⭐️ 📄 👤 ⋮

🔥 Firebase

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🌐 Hosting

Product categories

Build ▾

Release & Monitor ▾

Analytics

Engage

All products

glonnass-gps ▾

In-App Messaging

In_App_Evgeny_Egypti Beta

Experiment overview

⌚ Waiting for experiment data to arrive

Continue running experiment to increase certainty

Total users
0

Last updated: 3/20/23, 8:11PM Change by: uc20100@gmail.com State: Running ⌚ Change 2 of 2 ⏪ ⏩

Name and description

In_App_Evgeny_Egypti

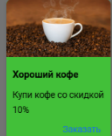
Compare variants

✕

This preview provides a general idea of how your message will appear on a mobile device. Actual message rendering will vary depending on the device. Test with a real device for actual results.

Show variants: Baseline Variant B 📱 📄

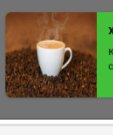
Baseline



Хороший кофе

Купи кофе со скидкой 10%

👉

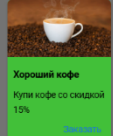


Хороший кофе

Купи кофе со скидкой 10%

👉

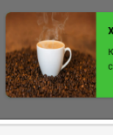
Variant B



Хороший кофе

Купи кофе со скидкой 15%

👉



Хороший кофе

Купи кофе со скидкой 15%

👉

Baseline	---	---	Baseline	Baseline	Baseline	Limited data
Variant B	---	---	---	---	Limited data	Limited data

Spark

No cost \$0/month

Upgrade

remote config - <https://console.firebase.google.com/project/glonnass-gps/config/experiment/results/3>

glonnass-gps - Notifications_Evg

glonnass-gps - In_App_Evgeny_E

glonnass-gps - Remote_Config_E

https://console.firebase.google.com/u/0/project/glonnass-gps/config/experiment/results/3

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Firestore

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Hosting

Product categories

Build

Release & Monitor

Analytics

Engage

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All products

glonnass-gps

Remote Config

Remote_Config_Evgeny_Egypti Beta

Experiment overview

⌚

Waiting for experiment data to arrive

Continue running experiment to increase certainty

Total users

0

Last updated: 3/20/23, 8:24PM

Change by: uc20100@gmail.com

State: Running

🔄 Change 2 of 2

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Name and description

Remote_Config_Evgeny_Egypti

Д3 семинар 4. A/B-тестирование мобильных приложений. Remote Config

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Goals

Primary goal Retention (4-7 days) ⓘ

Secondary goals Retention (4-7 days)

👤

Targeting and distribution

App 📱 Test Android App

100% of eligible users are in this experiment

📱

Test devices

0

📄

Variants

skidka_en

Baseline true

Variant B false

Experiment results

How to read this chart ⓘ

Retention (4-7 days) ⓘ

Modeled 4-7 Day Retention

📅 7 days 30 days All time

No data

Variant	Observed data			Modeled data ⓘ			
	Retained users	Retention rate ⓘ	% difference from baseline	Probability to beat baseline	% difference from baseline	Retention rate ⓘ	2.5% 25% 75% 97.5%
Baseline	0 users	---	Baseline	Baseline	Baseline	Limited data	
Variant B	0 users	---	---	---	Limited data	Limited data	

Spark

No cost \$0/month

Upgrade