

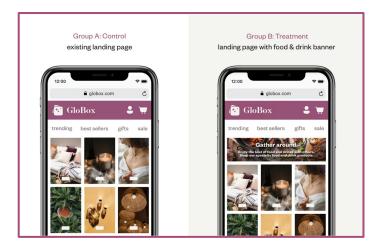
# A/B Testing Results

Analysis by: Aviad Lange



### **Opening Point**

- 24343 users were <u>randomly</u> assigned to control group (A).
- 24600 in treatment group (B).
- The testing lasted 13 days.
- The design required <u>one</u> week's work, with <u>low</u> maintenance costs.
- The banner takes 20% of the main page's 'real estate'.





## **Goals**

• 0.5% increase in terms of Conversion Rate.

• 2\$ improvement in Average Spending per user.

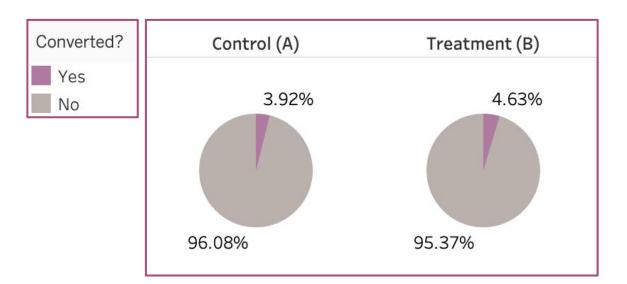


• Undoubtful profit.



## 0.71% <u>higher</u> Conversion Rate

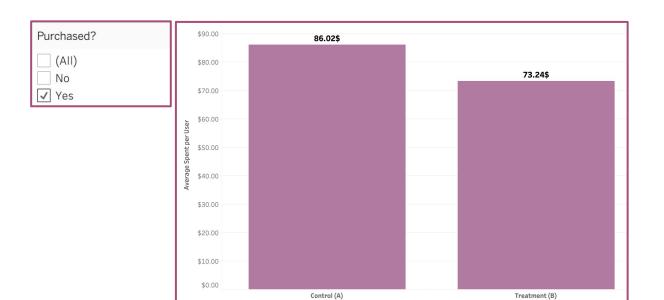
Men experienced the most substantial increase (+1.16%)





#### A decline in average spending per paying user

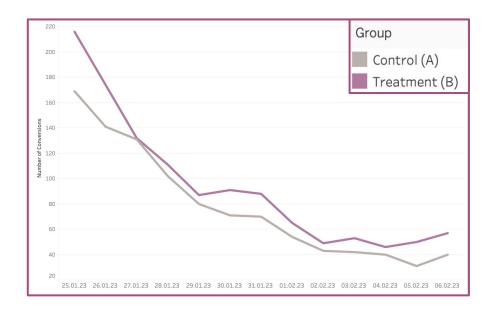
Negligible positive difference for all users (+0.016\$).





#### Conversions' numbers going down with time

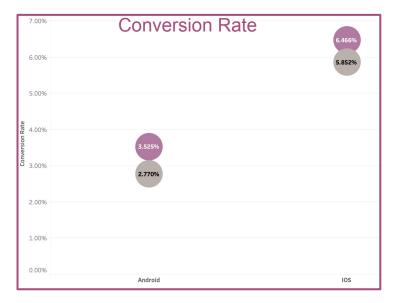
No detectable pattern for Average Spending.

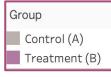


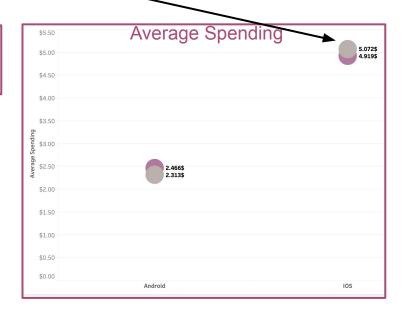


#### Android has lower numbers, in both groups

However, only IOS users saw any decline.









## My recommendation is **not** to launch (yet)

The profit is not unequivocal.





#### Ideas for further iteration

- 1. Develop a similar banner for different category.
- 2. Design a gender-specific 'audience-focused' banner.
- 3. Conduct a comprehensive 'friendliness-test' for Android platform's interface.

