



GloBox A/B Testing Presentation

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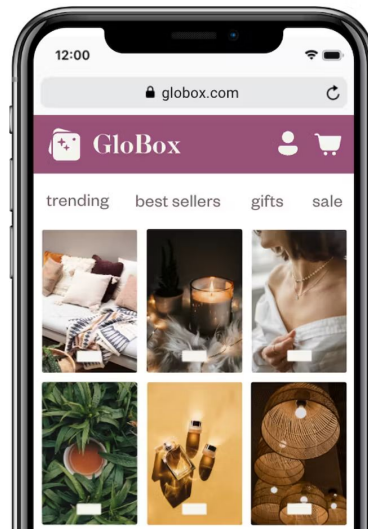
Agenda

- Background
- A/B test results
- Recommendations

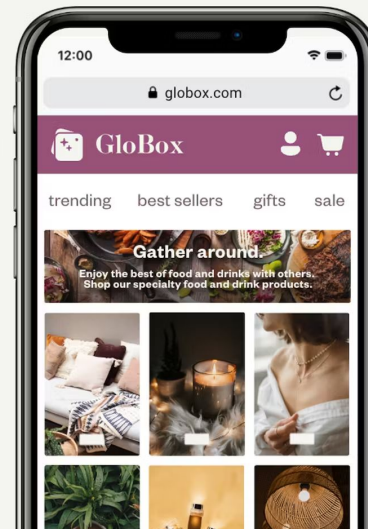
Background

The GloBox growth team conducted an A/B test to determine if a launch page banner highlighting the new food and drink product categories would lead to an increase in conversion rate, leading to an increase in revenue. This test was conducted over the course of 12 days.

Group A: Control
existing landing page

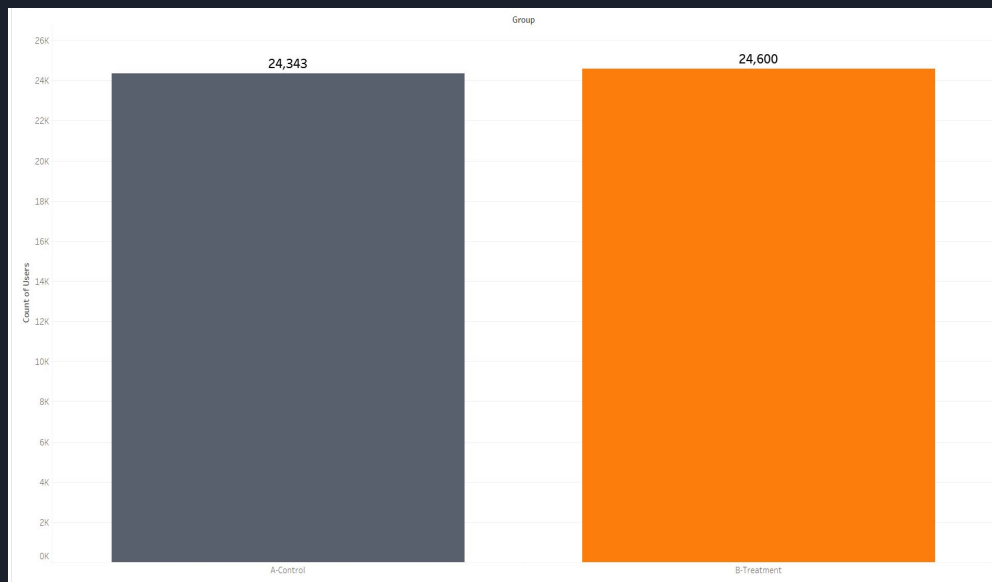


Group B: Treatment
landing page with food & drink banner

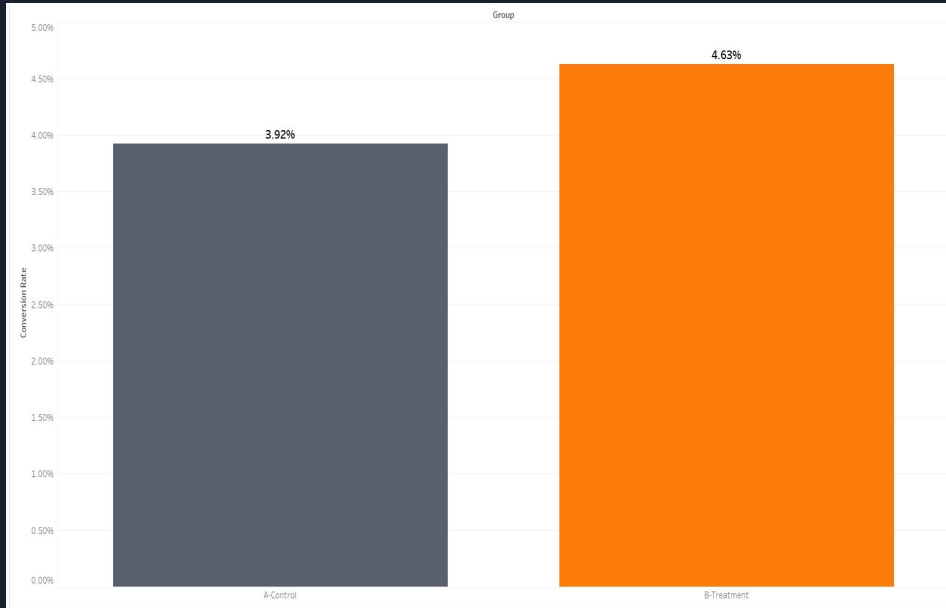


A/B Test Groups

- Group A consisted of 24,343 users with 955 users converting.
- Group B consisted of 24,600 users with 1,139 users converting.
- Total of 48,943 users in the experiment with a total of 2,094 users converting.



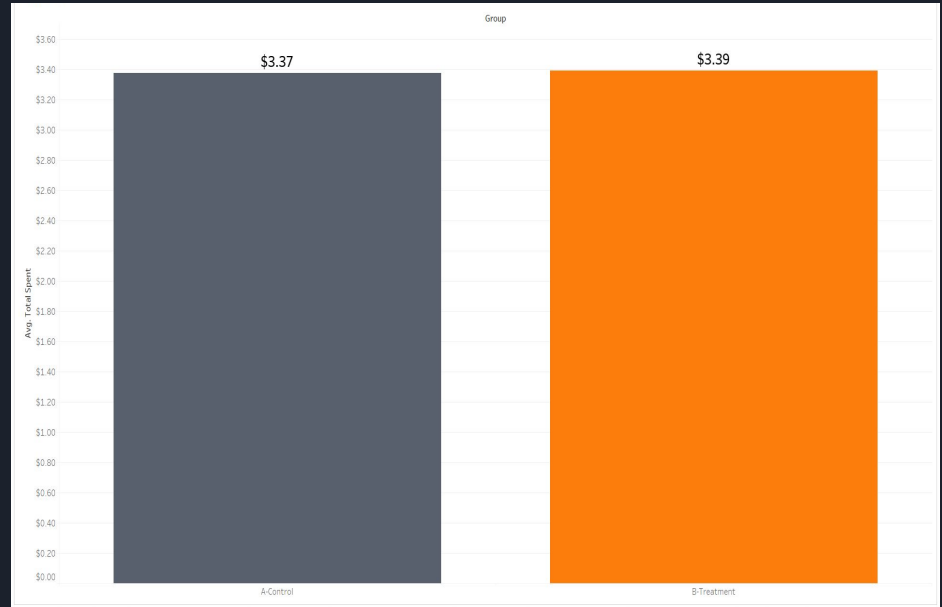
Conversion rate



- Group A had a conversion rate of 3.92% while group B had a conversion rate of 4.63%, an increase of 18%.
- There is strong evidence to suggest that the conversion rate was different between groups A and B.

Average Spent Per User

- Although there was a significant increase in the conversion rate, the average amount spent per user was flat between groups A and B. The average amount spent per user in group A was \$3.37 and average amount spent in group B was \$3.39.
- Unlike the conversion rate, there is strong statistical evidence to suggest there is LIMITED / NO difference between the average amount spent between the two groups.





Conclusion and Recommendations

- There is strong statistical evidence to suggest there was a significant lift of the conversion rates, however the lift in conversion rates did not amount to a lift in revenue.
- We can not account for the lift of conversion rate vs. flat revenue across groups.
- The recommendation would be to not launch the website banner and rerun the A/B test for a longer period of time (30 days) and double the users in each group.