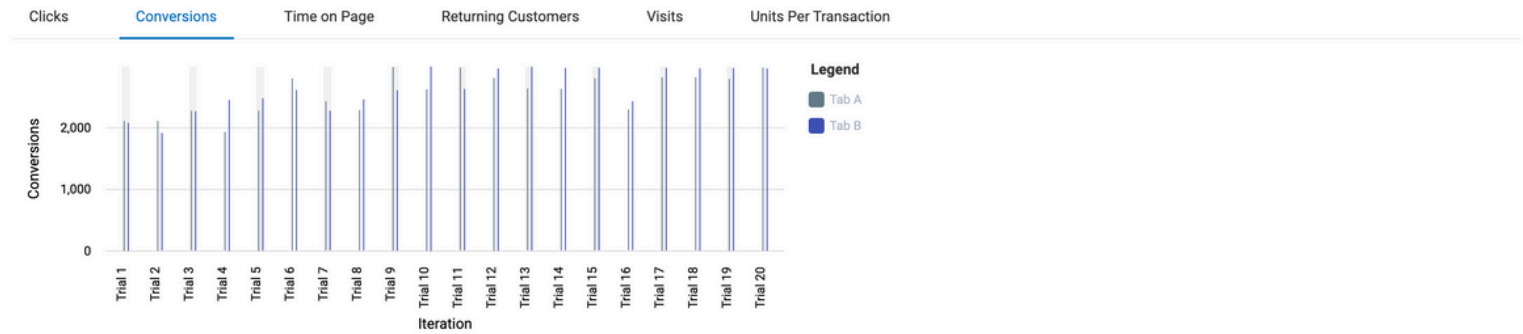


Time On Page		
	A	B
Minimum	13:27	12:49
Maximum	27:45	28:12
Average	22:28	23:43
Total	7:52:04	8:18:18

Units Per Transaction		
	A	B
Minimum	8	8
Maximum	17	17
Average	14	14
Total	284	301

Visits		
	A	B
Minimum	52,127	51,994
Maximum	52,806	52,984
Average	52,486	52,462
Total	1,102,215	1,101,710

A/B Testing Summary Chart



A/B Test: Maximize Order Size: Results

Reload Scores



AB Testing Feedback

We are seeing record order sizes—this is AWESOME! You are on a roll with A/B testing. Keep paying close attention to your data and making choices accordingly. Based on Bui's past performance, the ideal order size is three products per transaction.

Digital Customer Interaction Results

Trial	Clicks	Conversions	Time on Page	Returning Customers	Visits	Units Per Transaction
11 A	21,101	3,504	00:05:03	50.77%	52,553	3
Perfect A/B Test	21,135	3,480	00:04:57	49.33%	52,835	3

A/B Testing Results

Clicks		
	A	B
Minimum	13,990	7,034
Maximum	21,199	21,002
Average	19,410	17,763
Total	388,198	355,263

Time On Page		
	A	B
Minimum	23:05	11:42
Maximum	35:34	35:18
Average	32:26	29:44
Total	10:48:44	9:54:52

Conversions		
	A	B
Minimum	2,622	1,745
Maximum	3,521	3,493
Average	3,300	3,094
Total	66,009	61,881

Units Per Transaction		
	A	B
Minimum	14	7
Maximum	21	21
Average	19	18
Total	388	356

Returning Customers		
	A	B
Minimum	34%	21%
Maximum	51%	50%
Average	47%	43%
Total	47%	43%

Visits		
	A	B
Minimum	52,246	52,157
Maximum	52,761	53,042
Average	52,514	52,530
Total	1,050,278	1,050,597

A/B Testing Summary Chart



A/B Test: Maximize Clicks on Homepage: Results

🔄 Reload Scores



AB Testing Feedback

I can't say we saw much of an improvement to our home page click-through rate. You either didn't do enough testing or you failed to pay adequate attention to your results. This one area you'll probably need more practice in. Based on Buhi's past performance, 19,000+ home page clicks is considered ideal.

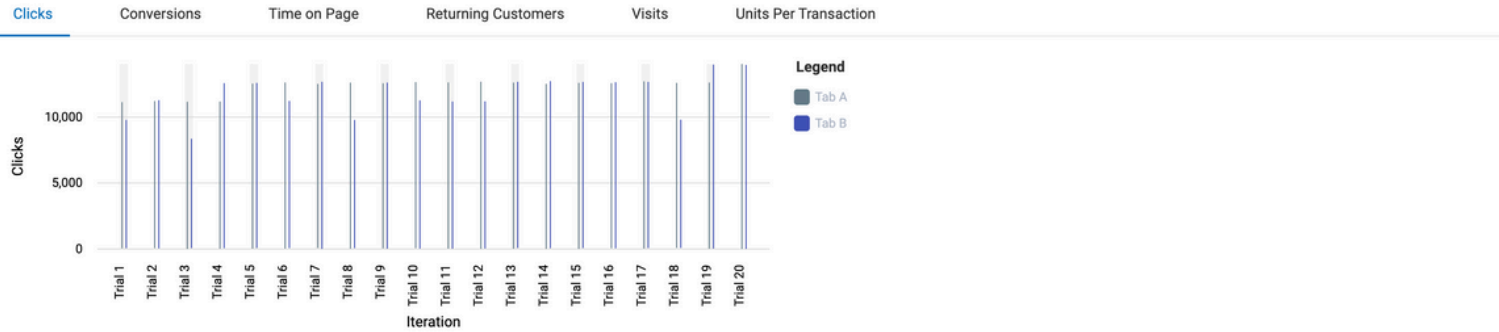
Digital Customer Interaction Results

Trial	Clicks	Conversions	Time on Page	Returning Customers	Visits	Units Per Transaction
20 A	14,025	2,631	00:03:21	34.9%	52,238	2
Perfect A/B Test	20,795	3,489	00:05:02	49.37%	52,408	3

A/B Testing Results

Clicks			Conversions			Returning Customers		
A			A			A		
Minimum	11,130	8,362	Minimum	2,261	1,924	Minimum	28%	23%
Maximum	14,025	13,971	Maximum	2,631	2,637	Maximum	35%	35%
Average	12,463	11,883	Average	2,431	2,359	Average	32%	30%
Total	261,720	249,537	Total	51,059	49,546	Total	32%	30%
Time On Page			Units Per Transaction			Visits		
A			A			A		
Minimum	17:59	13:56	Minimum	11	8	Minimum	52,144	52,033
Maximum	23:27	24:22	Maximum	14	14	Maximum	53,054	52,997
Average	20:33	19:45	Average	12	12	Average	52,489	52,461
Total	7:11:53	6:54:48	Total	262	249	Total	1,102,266	1,101,686

A/B Testing Summary Chart



Optimize for Clicks: Results

🔄 Reload Scores

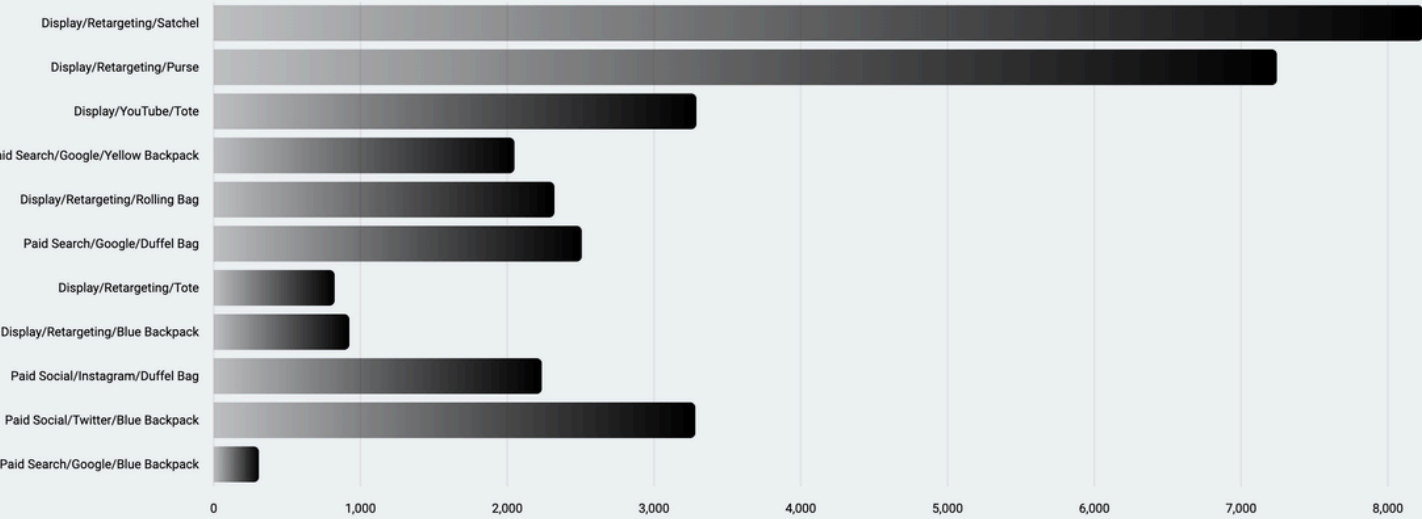


Performance Feedback

You made some adjustments that helped increase clicks, but we're not yet where we want to be. Moving forward, make sure you do three things. First, spend more time examining the historical data. Second, do your best to answer the Analysis Questions. They're designed to help you identify the key takeaways from your research. Third, don't hesitate to purchase upgrades, but make sure they're upgrades that will really help you reach your goal. Based on Buhi's past performance, 33,800 campaign clicks is considered ideal.

Clicks	Avg. Ctr	Conversions
33,263	1.4%	837
Organic 33,263 Upgrades 0	Organic 1.4% Upgrades 0%	Organic 837 Upgrades 0
Revenue	Impressions	Cost
\$97,202.85	4,807,194	\$13,099.62
Organic \$97,202.85 Upgrades \$0	Organic 4,807,194 Upgrades 0	Organic \$13,099.62 Upgrades \$0

Metric: Clicks



Performance Feedback

We are seeing more conversions than ever before! I'm confident you made the right choices in budget adjustments and upgrades. Great job! Based on Buhi's past performance, the ideal number of conversions is 1,100 or greater.

Clicks

34,865

Organic 34,865 | Upgrades 0

Avg. Ctr

1.8%

Organic 1.8% | Upgrades 0%

Conversions

1,481

Organic 1,481 | Upgrades 0

Revenue

\$126,519.75

Organic \$126,519.75 | Upgrades \$0

Profit

\$88,229.37

Organic \$88,229.37 | Upgrades \$0

Impressions

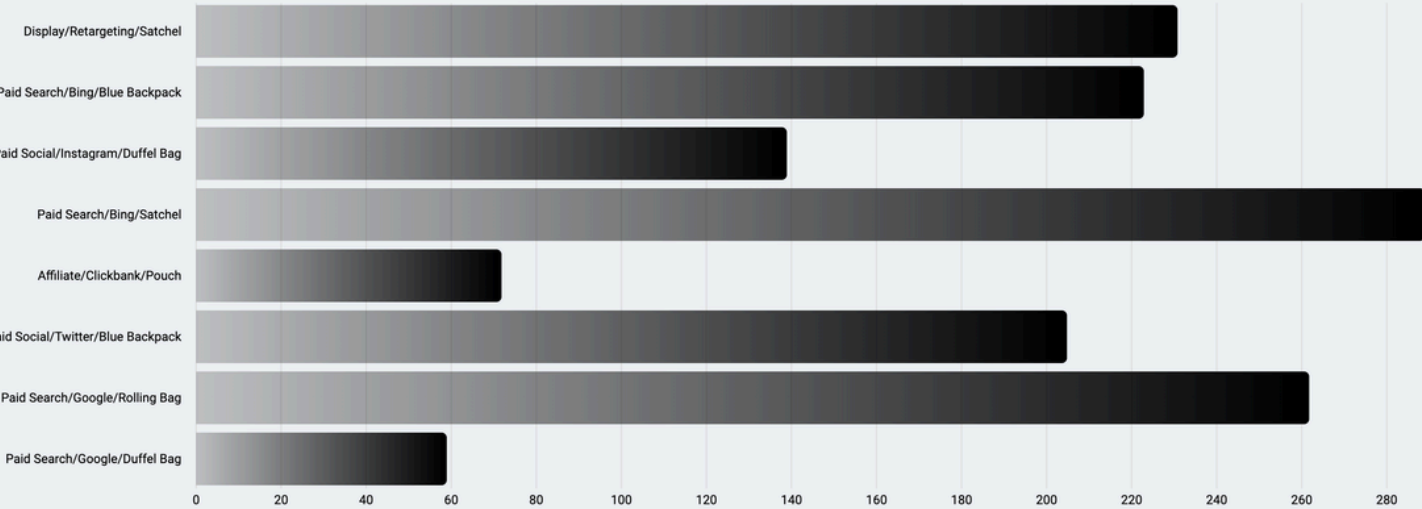
3,397,422

Organic 3,397,422 | Upgrades 0

Cost

\$13,487.1

Metric: Conversions





Performance Feedback

Something went wrong here. Did you double check the recommended budget max when making your budget allocations? And what about your upgrades? Did you purchase upgrades that will help you reach your goals? Moving forward, make sure you do three things. First, spend more time examining the historical data. Make sure you're examining the correct metrics for the goal in this round. Second, do your best to answer the Analysis Questions. Third, make sure you're reading through the Budget Allocation Guide and following the advice there. Don't hesitate to purchase upgrades, but make sure they're upgrades that will really help you reach your goal. Based on Bui's past performance, over \$147,000 total revenue is considered ideal.

Clicks

20,901

Organic 20,901 | Upgrades 0

Avg. Ctr

1.8%

Organic 1.8% | Upgrades 0%

Conversions

893

Organic 893 | Upgrades 0

Revenue

\$109,990.79

Organic \$109,990.79 | Upgrades \$0

Profit

\$76,623.55

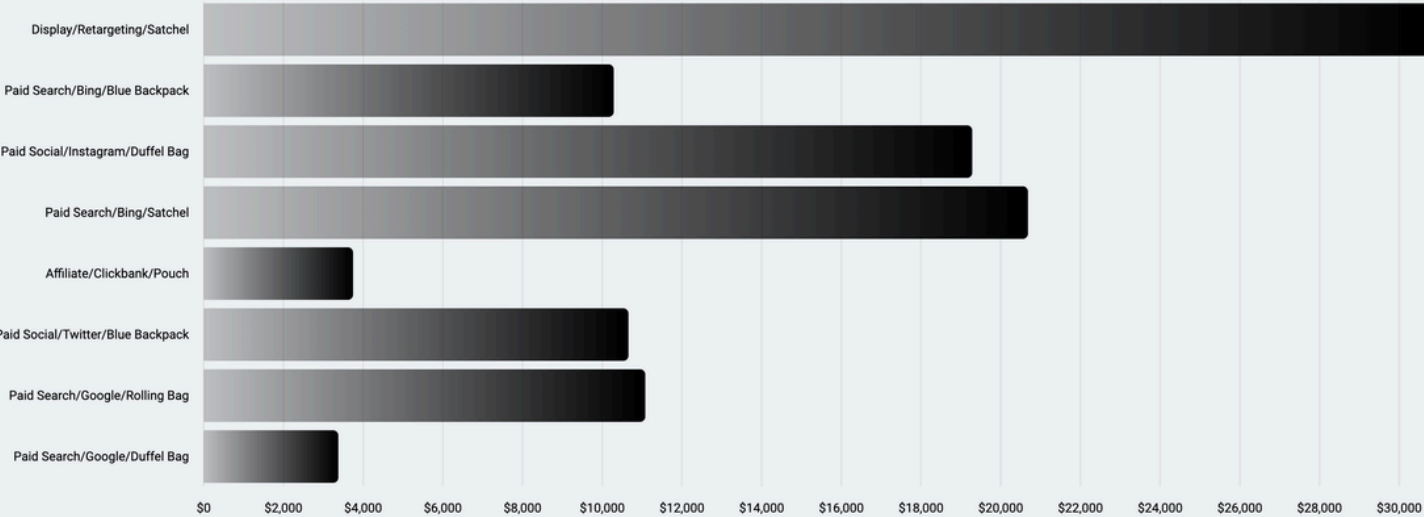
Organic \$76,623.55 | Upgrades \$0

Impressions

2,016,339

Organic 2,016,339 | Upgrades 0

Metric: Revenue



Metric: CPC

