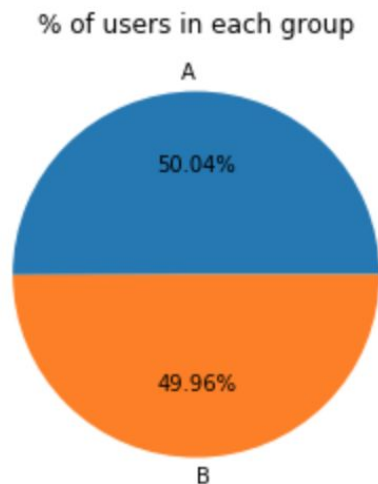

Do fitness tests increase conversion?

A split test looking at how the presence or absence of a fitness test affects the number of visitors that go on to purchase...

The A/B test

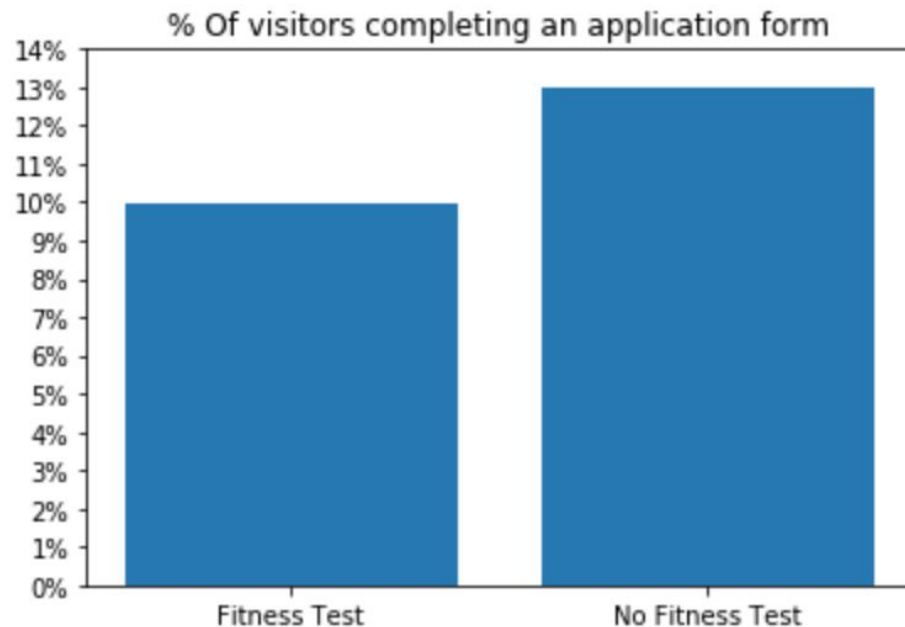


5004 MuscleHub visitors were randomly assigned to one of two equally sized groups:

- The first was asked to take a fitness test with a personal trainer before filling in a application.
- The second group was not asked to take a fitness test before filling in a application.

The hypothesis was that visitors not asked to take a fitness test will be more likely to purchase a membership to MuscleHub, as they'd be less intimidated.

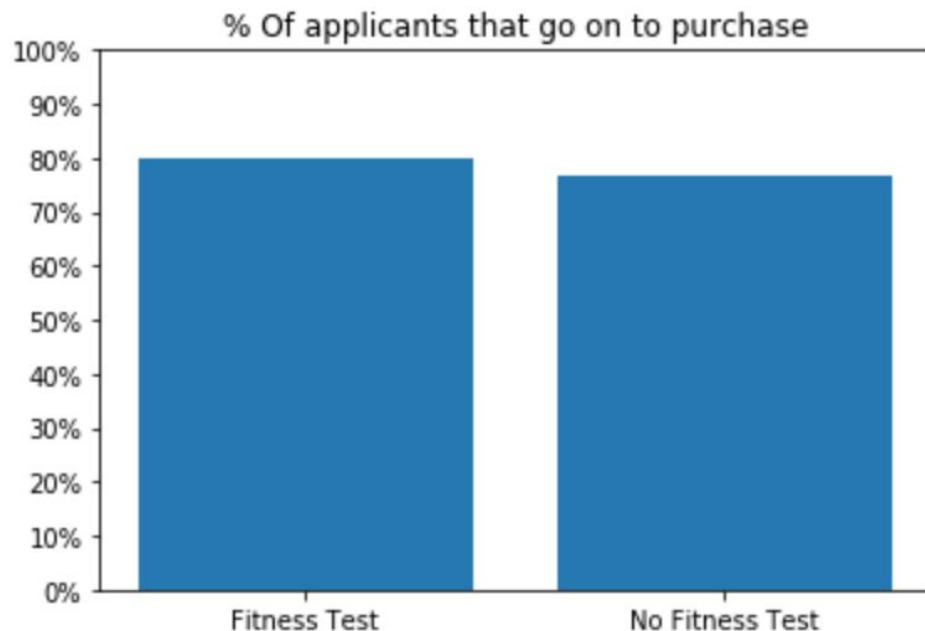
What happened?



We saw a 30.2% increase in applications from the group not asked to complete a fitness test!

This result is statistically significant and can be reliably used to make a decision.

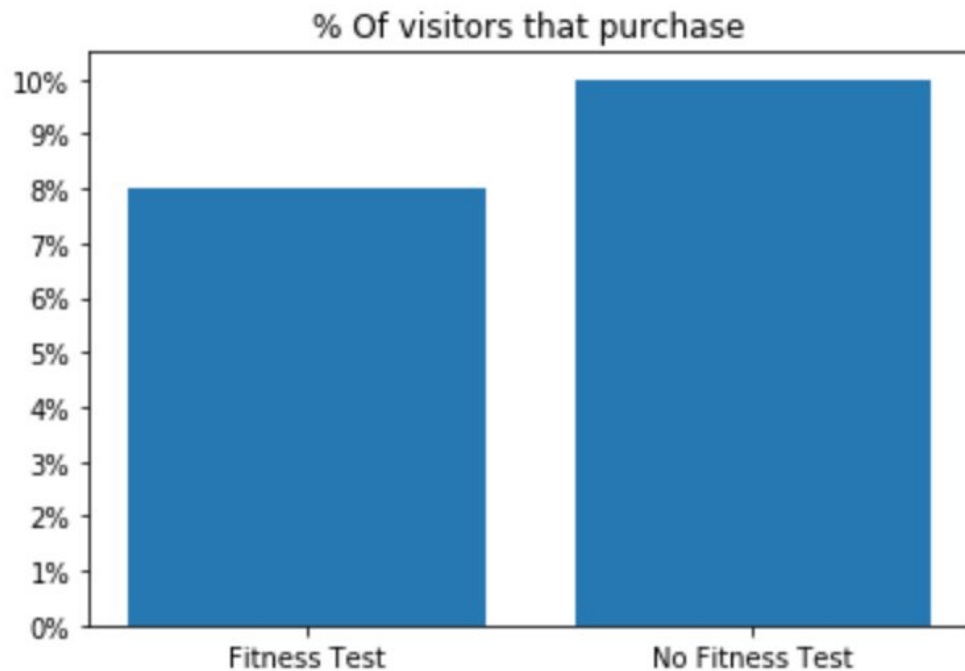
Did less applicants go on to purchase?



We saw a no change in the % of people that applied, and then went on to pay...

The slight difference was not statistically significant and cannot be used to make a decision.

And overall?



We saw a 25.2% increase in purchases from the group not asked to complete a fitness test!

This result is statistically significant and can be reliably used to make a decision.

How was significance confirmed?

$$\chi^2_c = \sum \frac{(O_i - E_i)^2}{E_i}$$

As each test contained two distinct categories (Fitness test or No fitness test) and a binary decision (did or did not purchase/apply), we used the Chi Squared hypothesis test. This gave us a numerical understanding of whether or not our results were significant.

Qualitative considerations



Qualitative interviews conducted reached a similar conclusion. Customers found fitness tests could be too intense for beginners or too much too soon.

However one customer did make a relationship with the trainer and wanted to keep coming back to impress the trainer with progress.

Recommendations



To boost sales I would advise MuscleHub to remove the requirement to take a fitness test. It would be interesting to measure how this affects churn - as perhaps people with a PT will stay motivated for longer?

If churn is affected, consider experimenting with making this an optional test once people have already purchased and are comfortable with using the gym, and promote the offering as a means of progressing.
