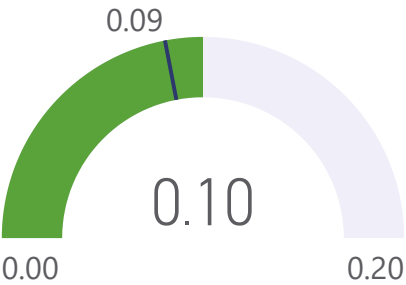


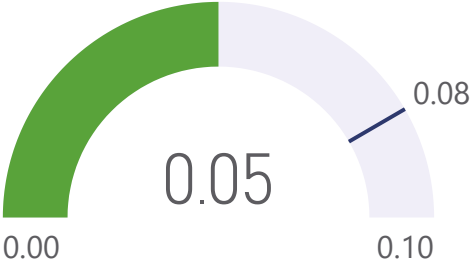
A/B Testing of E-commerce Company

Quick measure

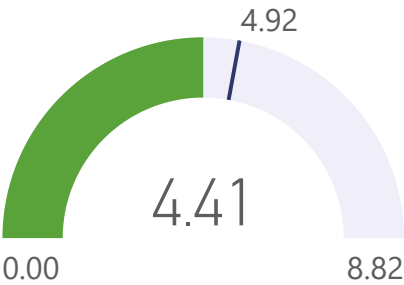
Conversion Rate (CR)



Click-through Rate (CTR)

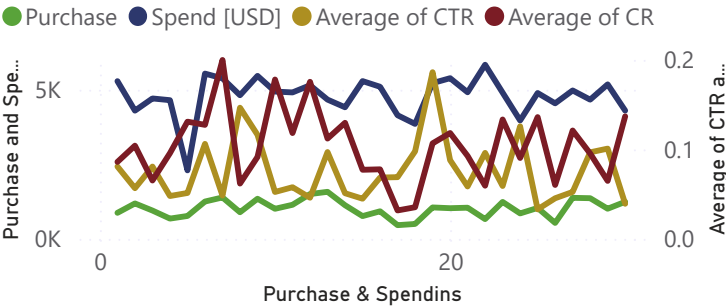


Cost Per Acq. (CPA)

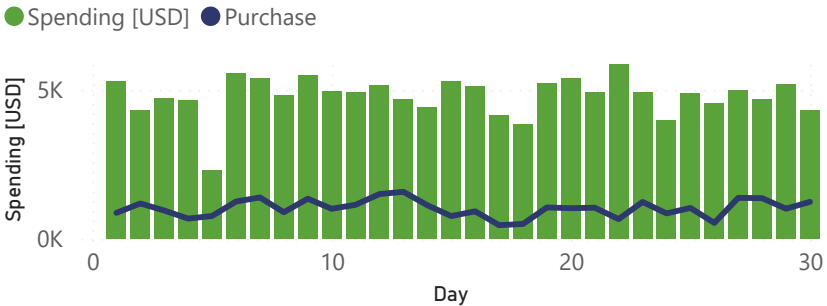


Metric	Control	Test	Lift (%)	Significant? (✓/X)
Click-Through Rate (CTR)	0.05	0.08	0.67	✓
Conversion Rate (CR)	0.10	0.09	-0.12	✓
Cost Per Acq. (CPA)	4.41	4.92	-0.12	✓
Total Purchases	15,161.00	15,637.00	0.03	N/A
Total Spend	66,818.00	76,892.00	0.15	N/A

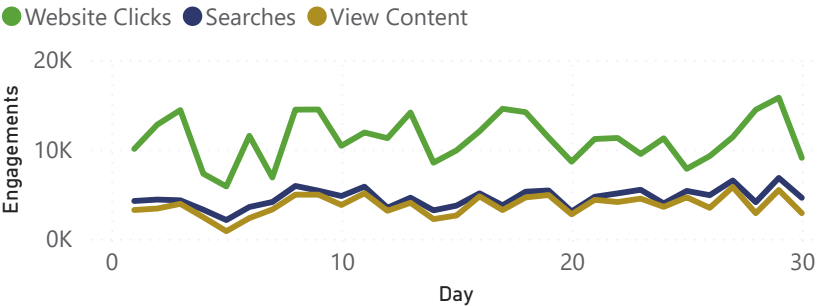
Trendlines of Core Metrics



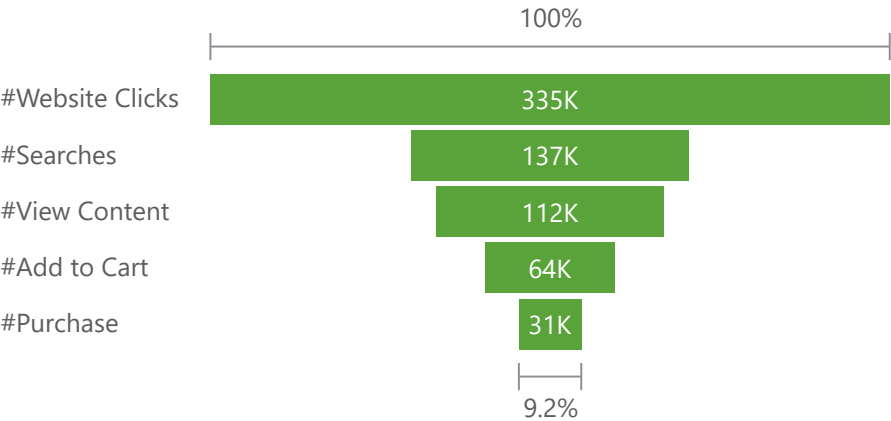
Spend vs. Purchases Trend



Website Engagement Trends



Marketing Conversion Funnel



Key Ratios & Metrics Table by Campaign

Campaign Name	Sum of Spend [USD]	#Purchase	Average CTR	Average CPC	Average CR	Average CPA
Control Campaign	66818	15161	0.05	0.49	0.11	5.05
Test Campaign	76892	15637	0.10	0.47	0.09	5.90
Total	143710	30798	0.08	0.48	0.10	5.48

Key take aways:

- Test ads get more clicks (+66.54% CTR) but convert worse (-12.06% CR) than control
- Getting more traffic but lower quality leads (quantity vs quality trade-off)

Actionable Suggestions:

- Align landing page content with test ad messaging to improve conversion quality.
- Refine audience targeting to focus on higher-intent segments from test campaign