

GloBox

Banner Experiment

Presented by Levon Sebuhyan



Context



13 days



48,943



To raise awareness of new inventory



Observe a positive difference in conversion rate and the average amount spent

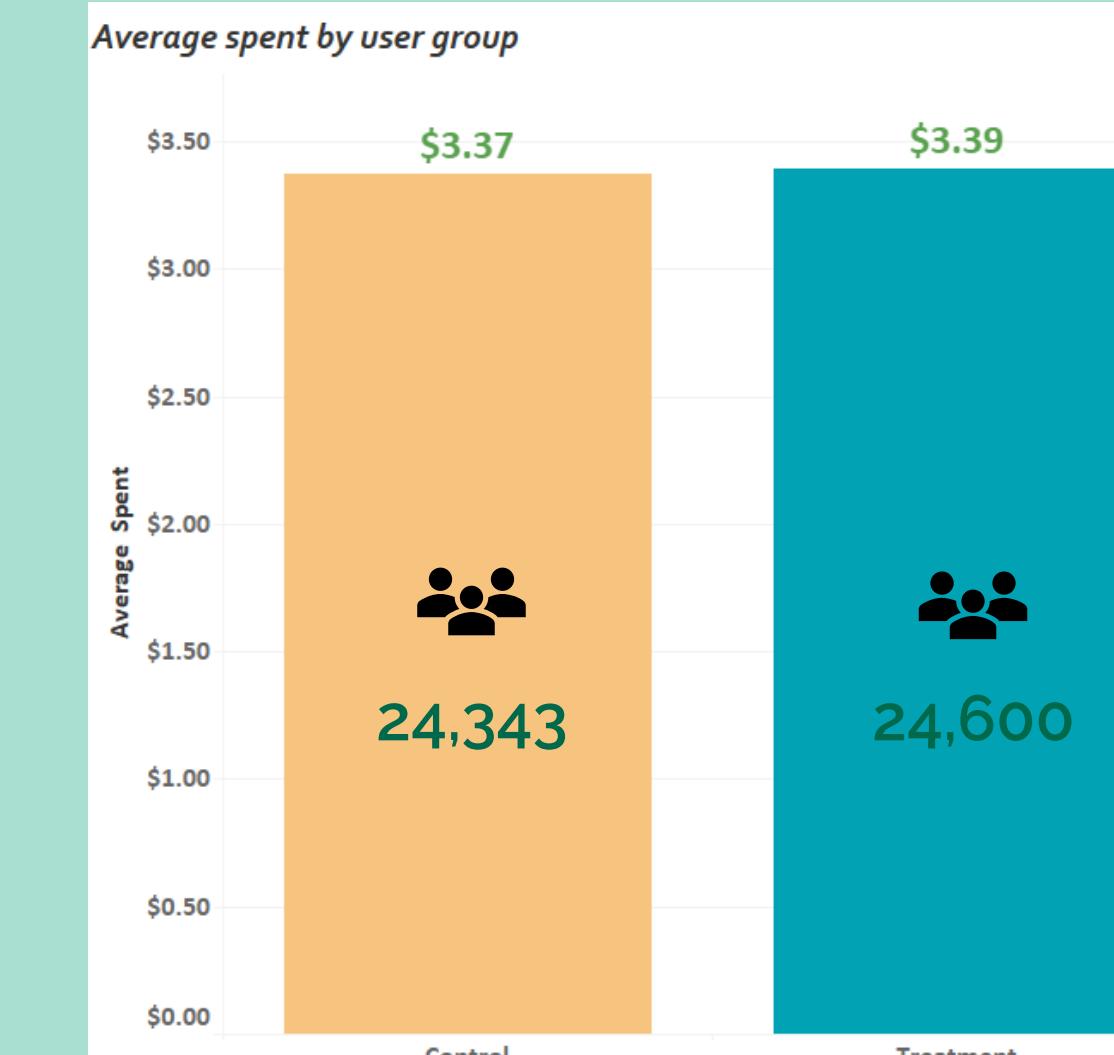
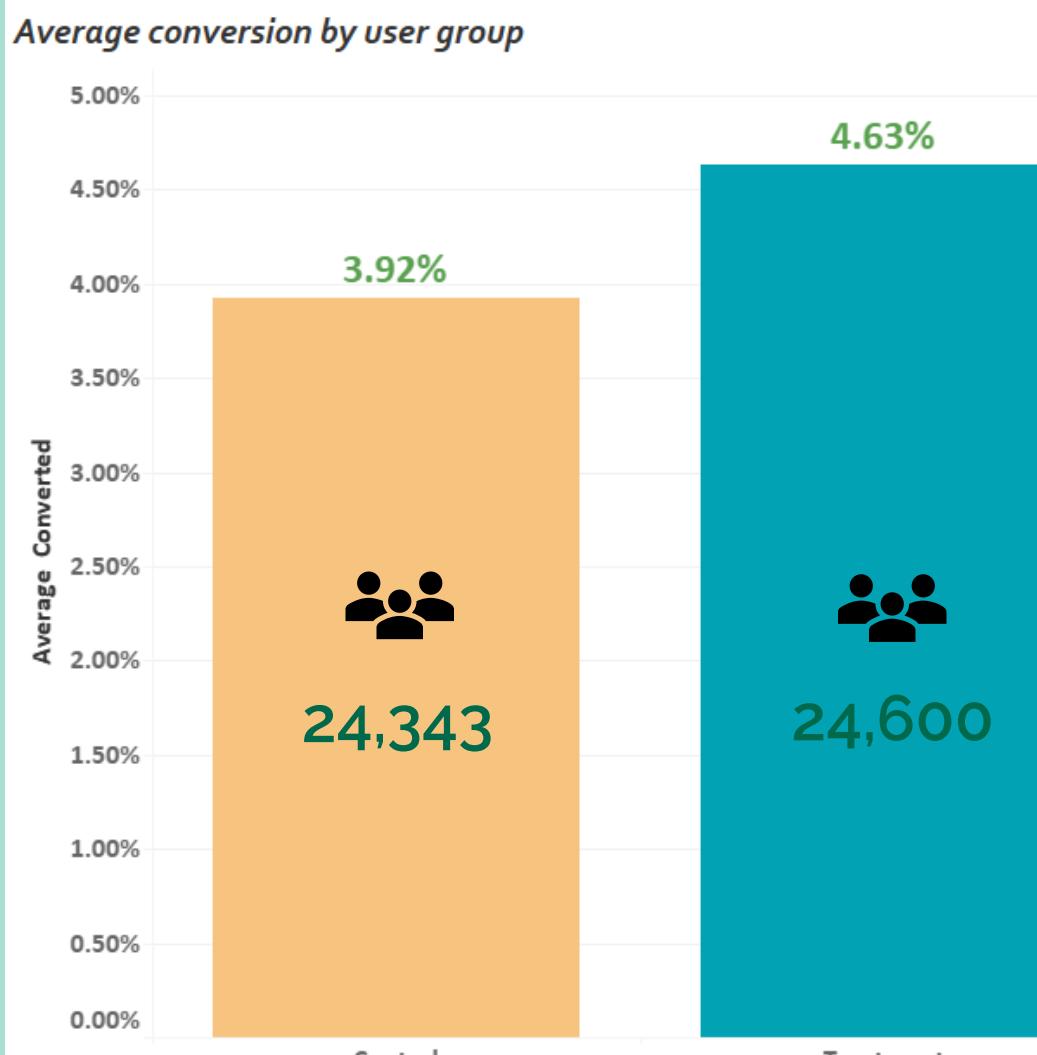
Group A: Control
existing landing page



Group B: Treatment
landing page with food & drink banner

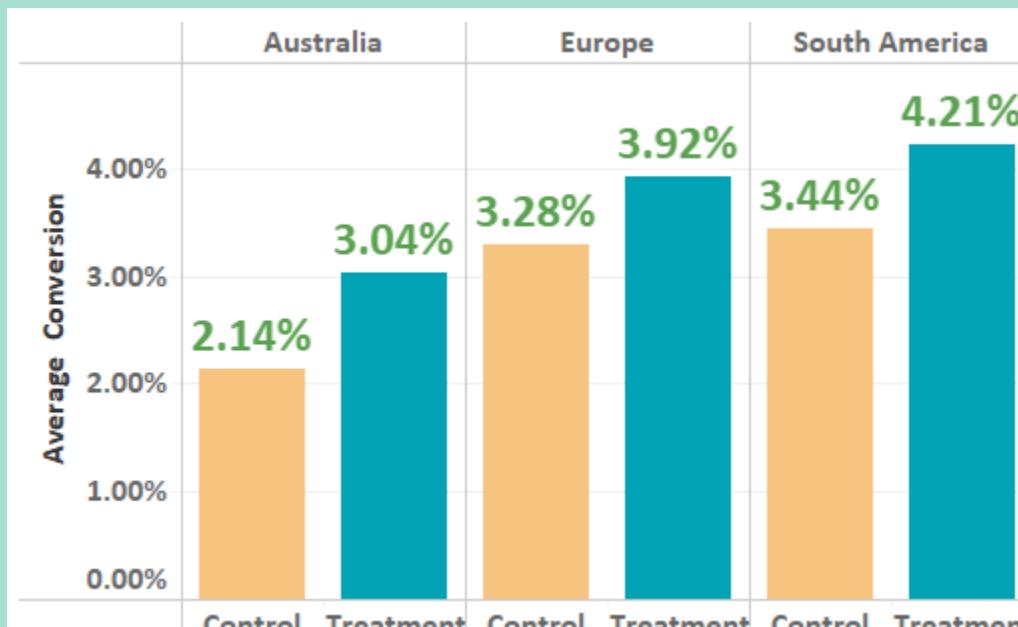


Key Indicators



Positive Insight

By Region

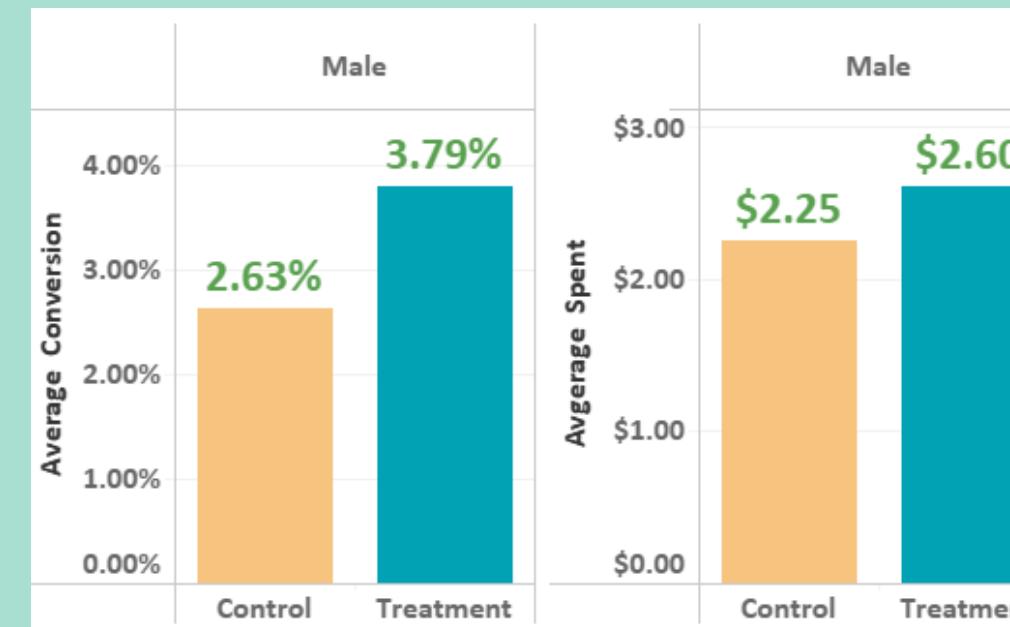


↑ 42%

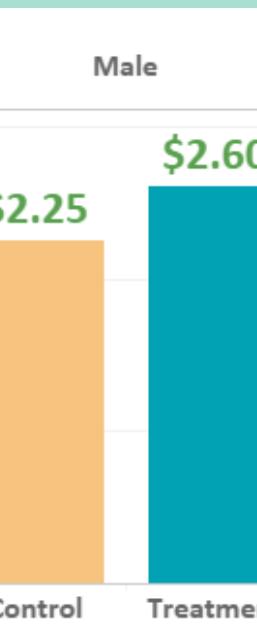
↑ 20%

↑ 22%

By Gender

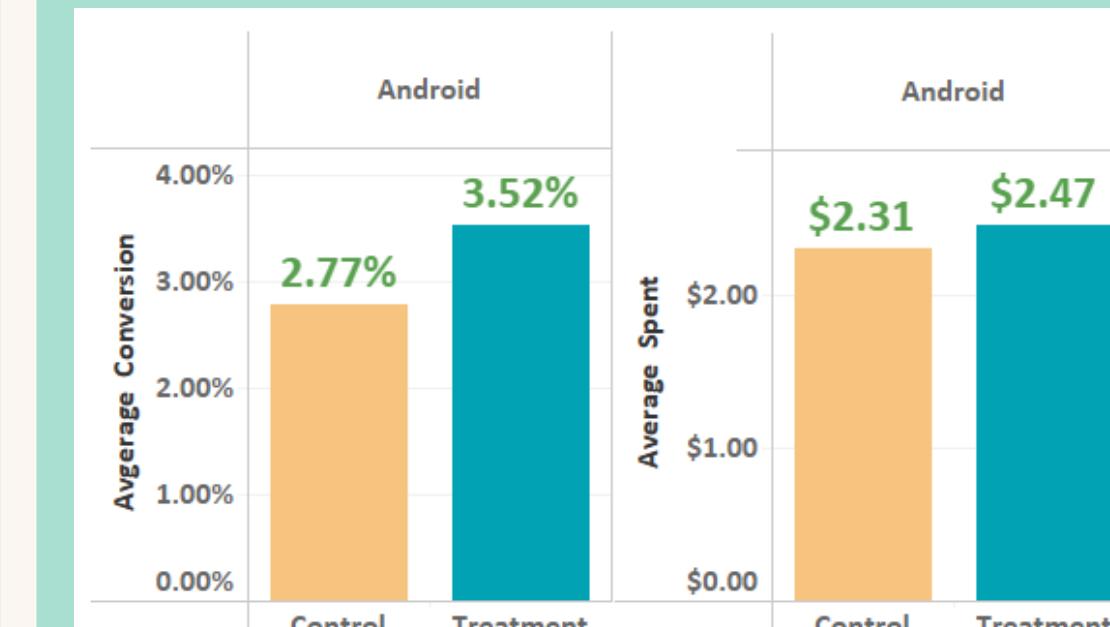


↑ 44%

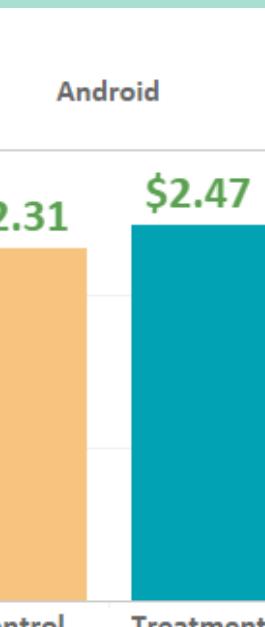


↑ 15%

By Device



↑ 27%



↑ 7%

Recommendation

Do Not Launch!

Suggestions:

1. Find why we had a positive impact on certain regions, gender, and devices.
2. Use the numbers suggested by Power Analysis
3. Continue iterating

