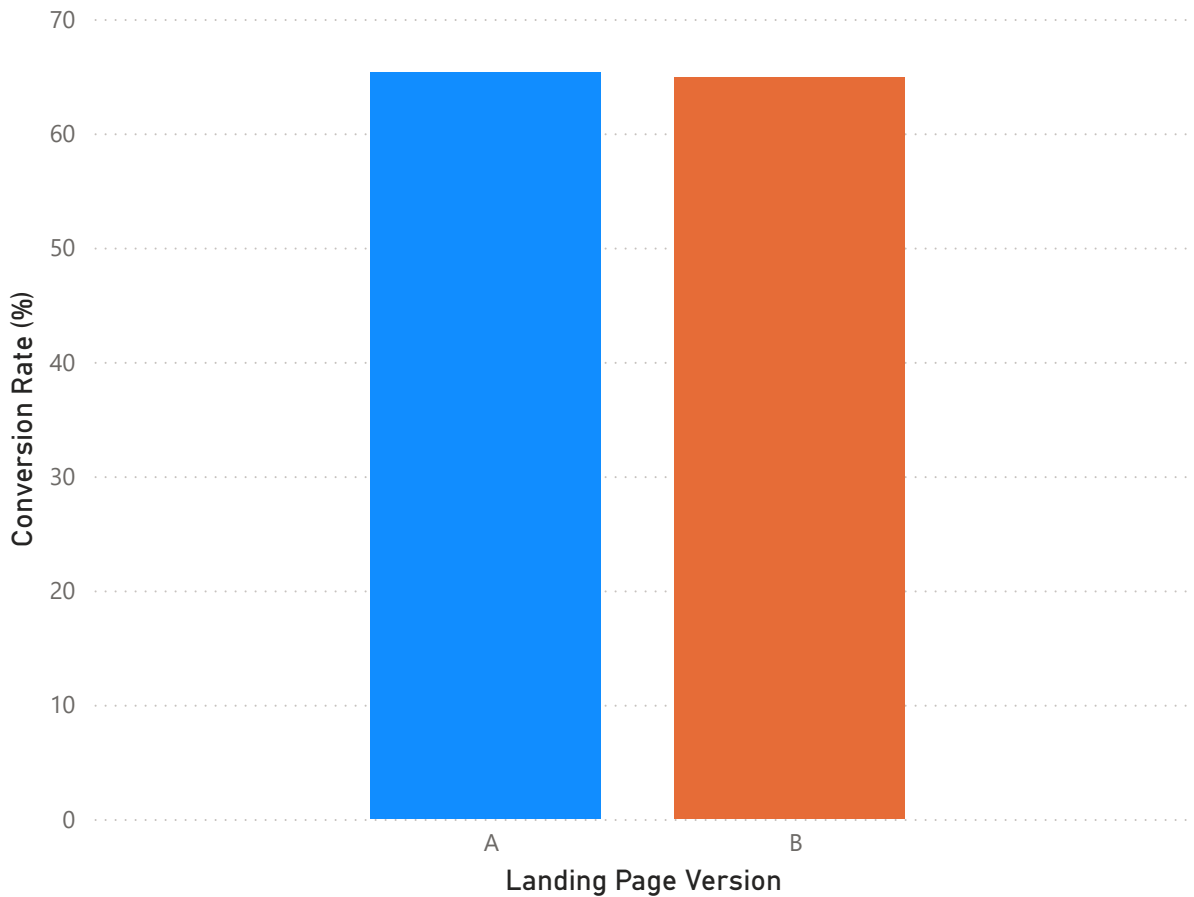
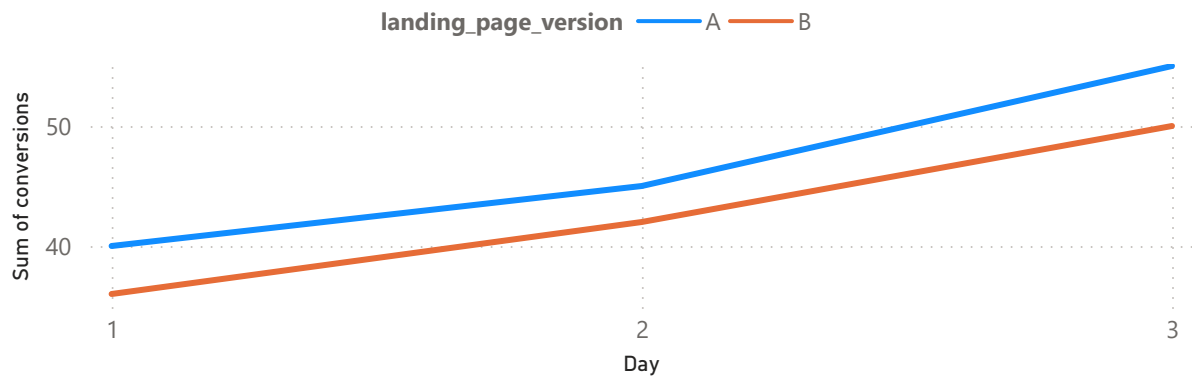


Average Conversion Rates for Landing Pages A and B (Dec 2024)



A/B Test: Amount Of Conversions Over Time for Landing Page A vs B



Daily Conversion Trends for Landing Page A vs B

A	23.91	3	55
	Conversion Rate %	Day	# Of Conversions
B	22.73	3	50
	Conversion Rate %	Day	# Of Conversions
B	22.11	2	42
	Conversion Rate %	Day	# Of Conversions
A	21.43	2	45
	Conversion Rate %	Day	# Of Conversions
A	20.00	1	40
	Conversion Rate %	Day	# Of Conversions
B	20.00	1	36
	Conversion Rate %	Day	# Of Conversions

Landing Page Conversion Analysis:
Windows Nation Campaign
(Dec 2024)