RECIPE FOR SUCCESS

INTRODUCTION

OUR GOAL

Investigate whether changing the messaging on the DineLogic website homepage increases click through rates and demo signups.

WHAT'S MarginEdge?

A SaaS product for restaurants that is used by owners, general managers, chefs and accountants.

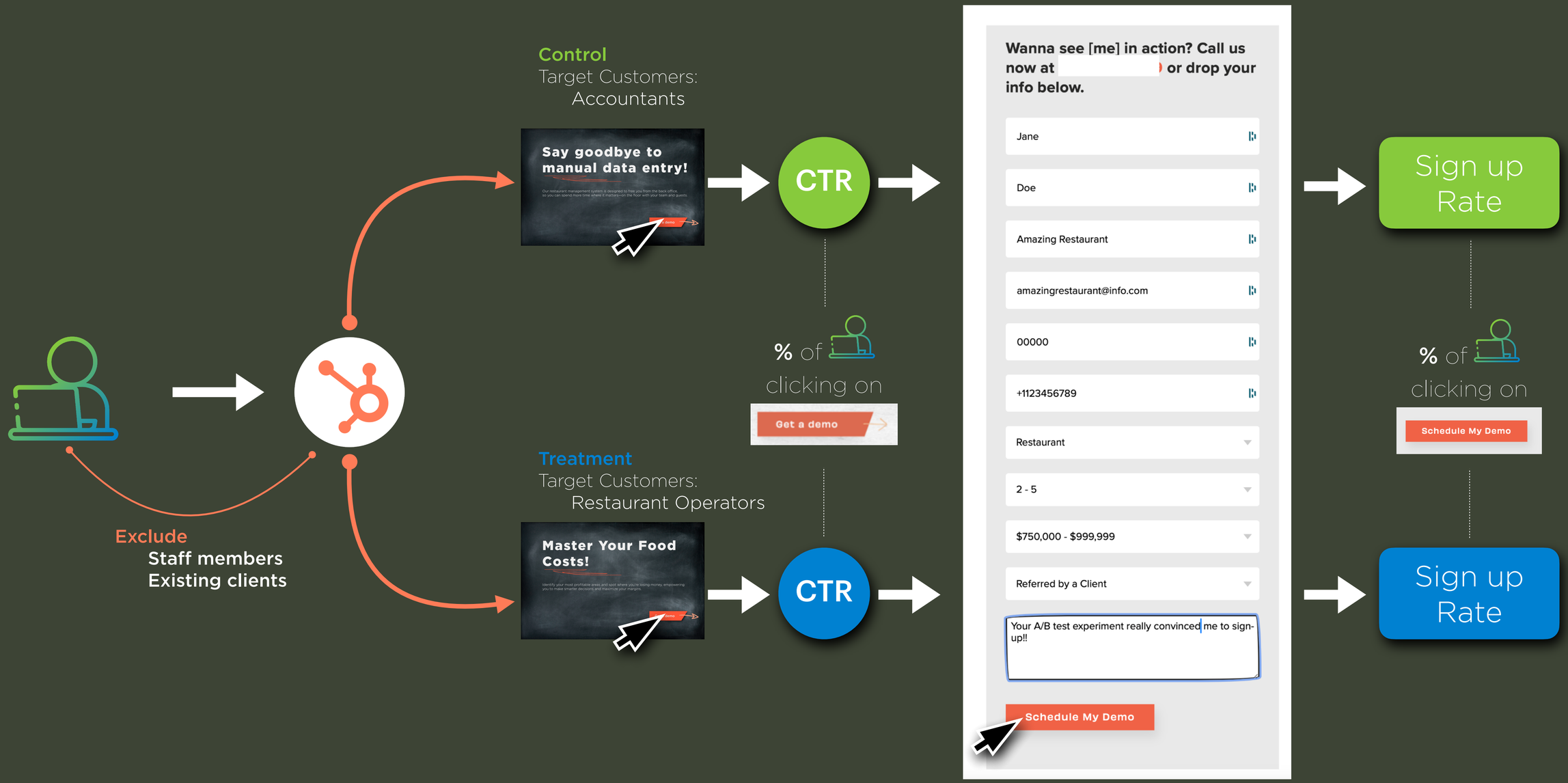
SaaS

OUR RESEARCH QUESTION

Which type of homepage messaging resonates most with different visitor segments and leads to improved click-through rates (CTR) and demo sign-ups?

EXPERIMENT

Design: Between-Subject A/B Test



EXPERIMENT

Hypothesis

H_0

A copy targeting *restaurant operators* has **NO** different **CTR** than a copy targeting *accountants*

H_A

A copy targeting *restaurant operators* has a different **CTR** than a copy targeting *accountants*

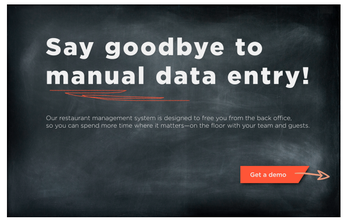
H_0

A copy targeting *restaurant operators* **DOES NOT** encourage a different demo **sign up rate** than a copy *targeting accountants*

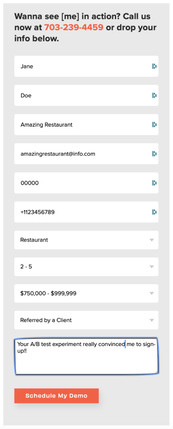
H_A

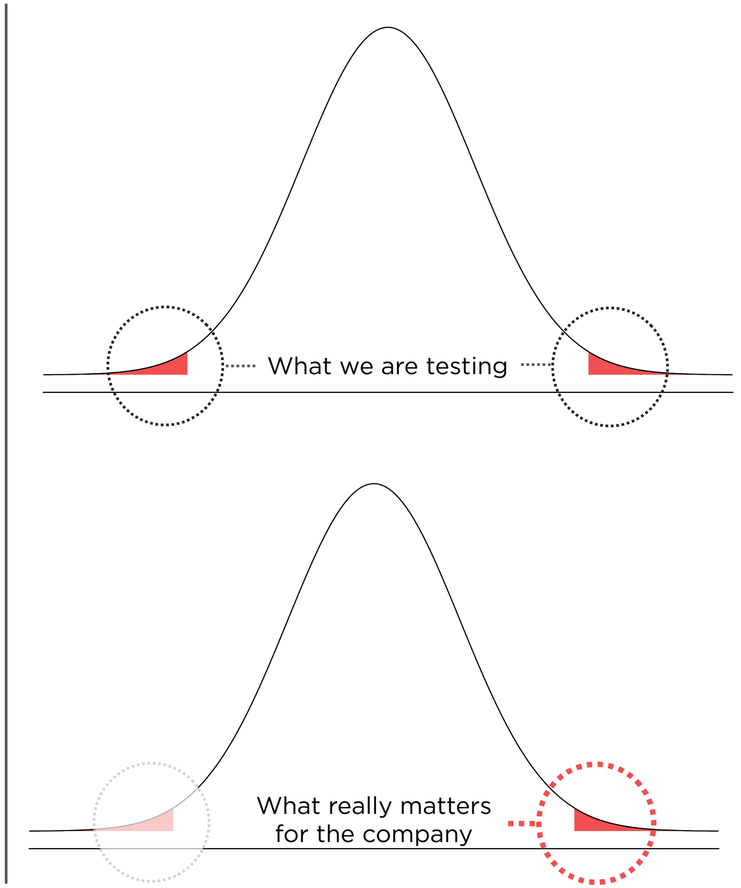
A copy targeting *restaurant operators* encourages a different demo **sign up rate** than a copy *targeting accountants*

Control



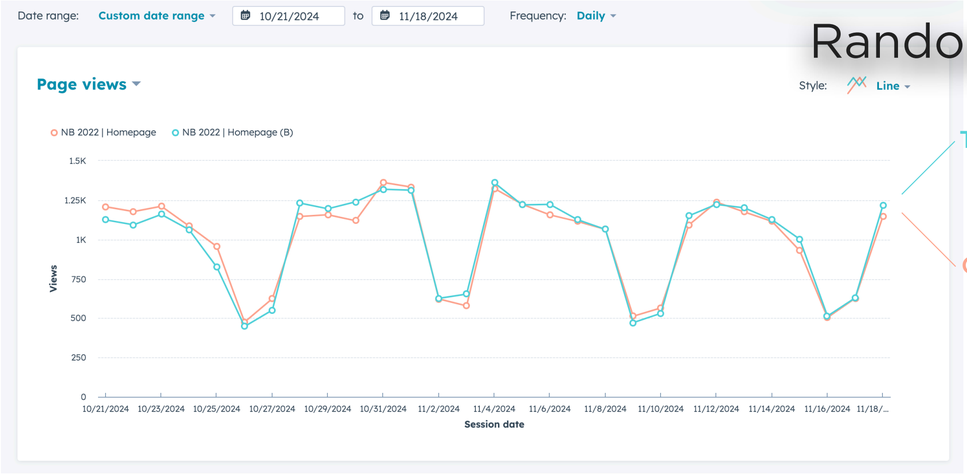
Treatment





EXPERIMENT

Data Collection



Randomization worked!

Treatment

Control

Total Views
10/21 - 11/18

57449

Demo Session

28884

28565

Adjust for

Login click

33%

Adjusted Sessions

19321

19107

Outcomes

103 Clicks

14 sign ups

71 Clicks

12 sign ups

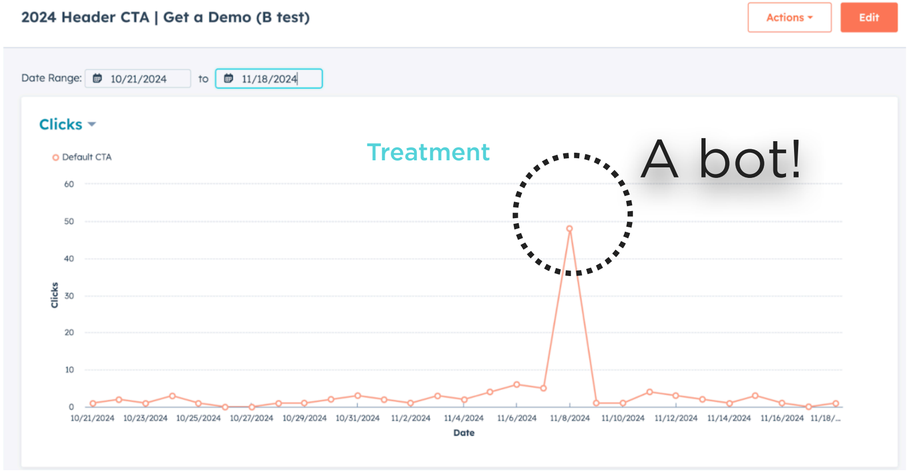
Bot Adjustment

47 Clicks

14 sign ups

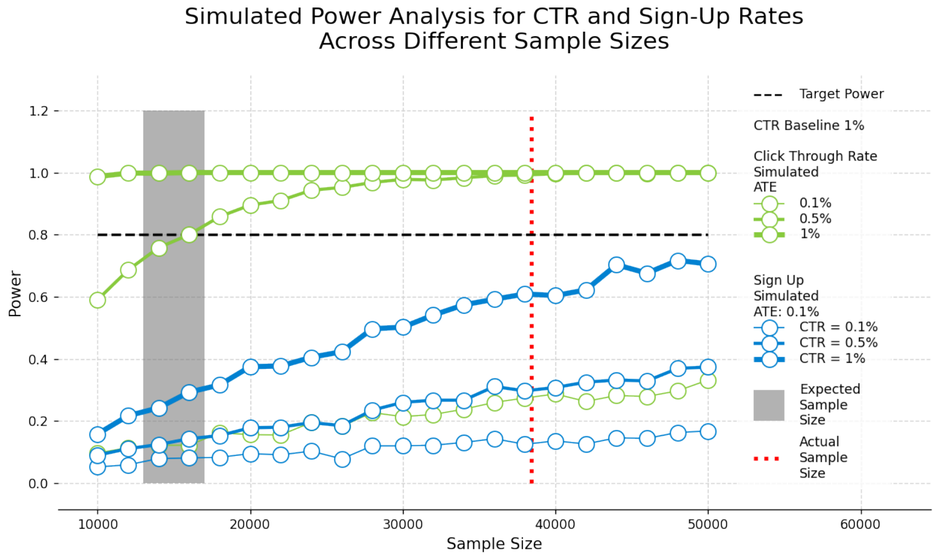
71 Clicks

12 sign ups

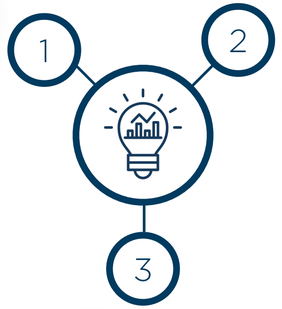


DATA ANALYSIS

Power Analysis VS. Actual Data Regression



To detect ***small improvements*** in **sign-up rates** requires ***large sample sizes***.



The experiment's power is ***sufficient*** to detect ***moderate increases*** in the ***click-through rate***, but ***limited*** for smaller effects.

Even when doubling the click-through rate, ***reliably measuring associated improvements in demo sign-ups*** remains ***challenging*** due to the small absolute effect sizes and limited sample sizes.

$$ctr_i = \alpha + \beta * D_i + \epsilon_i$$

$$signup_i = \alpha + \delta * D_i + \epsilon_i$$

0 Control **1** Treatment

Causal Effect Estimates for Copy Change - Adjusted

	Dependent variable:	
Sign changed!	CTR	Sign Up
	(1)	(2)
Operations Copy	$\widehat{\beta}$ −0.00128** (0.00057)	$\widehat{\delta}$ 0.00010 (0.00027)
Constant	0.00372*** (0.00044)	0.00063*** (0.00018)
Observations	38,428	38,428
R^2	0.00013	0.000003
Adjusted R^2	0.00011	−0.00002
Residual Std. Error (df = 38426)	0.05533	0.02600
F Statistic (df = 1; 38426)	5.16878**	0.13246
Note:	*p<0.1; **p<0.05; ***p<0.01	

No more bots!

DISCUSSION

Key Findings

- Adjusted analysis revealed a ***slight decrease in CTR for the treatment group*** and ***no meaningful impact on demo sign-ups***.
- Initial CTR gains were likely influenced by ***anomalies***, such as bot activity, ***rather than a true causal effect.***

Insights

- Copy changes alone are ***insufficient*** to significantly influence user behavior or ***drive conversions***.
- A more ***comprehensive approach*** is ***needed*** to improve engagement and demo sign-ups.

Limitations

- ***Bot*** activity may still have influenced results ***despite adjustments***.
- Low demo ***sign-up rates limited the statistical power*** to detect changes.
- Analysis at the ***session level***, not the user level, could lead to duplicate exposure.

Thank you!