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GLOBOX A/B TESTING:
FOOD AND DRINK BANNER

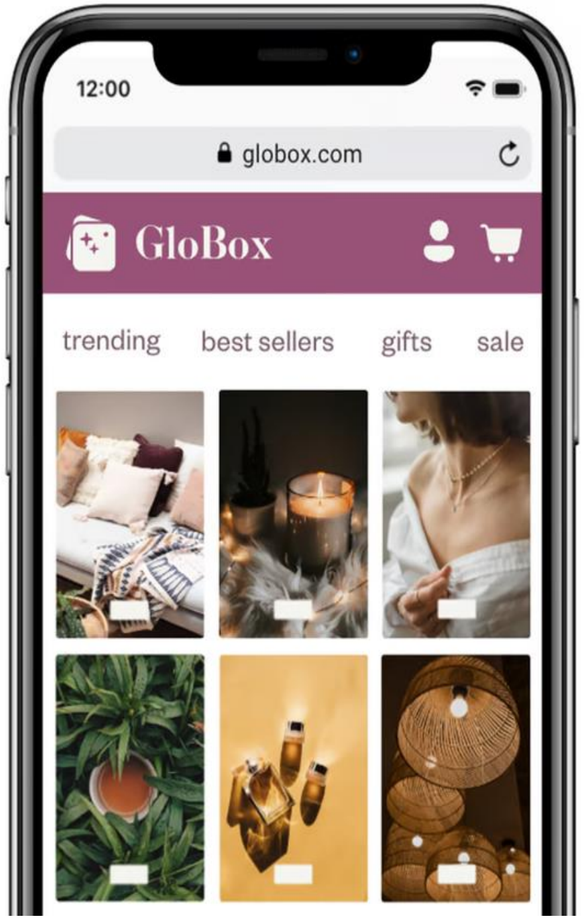
GBEMISOLA MARY OLATUNDE-ESO

OBJECTIVE:

To test if the existing landing page or a banner with highlights of key products in the food and drink category at the top of the website will help the company achieve its goal

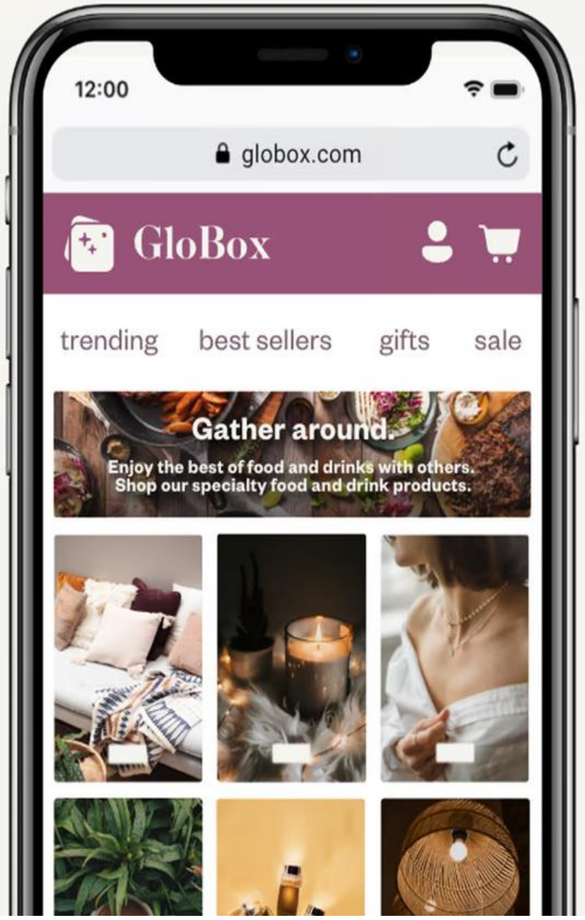
Group A: Control

existing landing page



Group B: Treatment

landing page with food & drink banner



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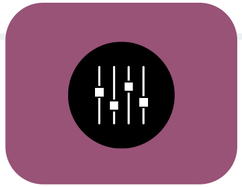
CONTEXT OF A/B TESTING

GOALS

- Increase revenue
- Increase awareness of the food and drink category



PARAMETERS

- Conversion rate – **4.28%**
- Average amount spent - **$3.38**

TIMEFRAME

- Spans 2 weeks

(25 January – 6 February 2023)

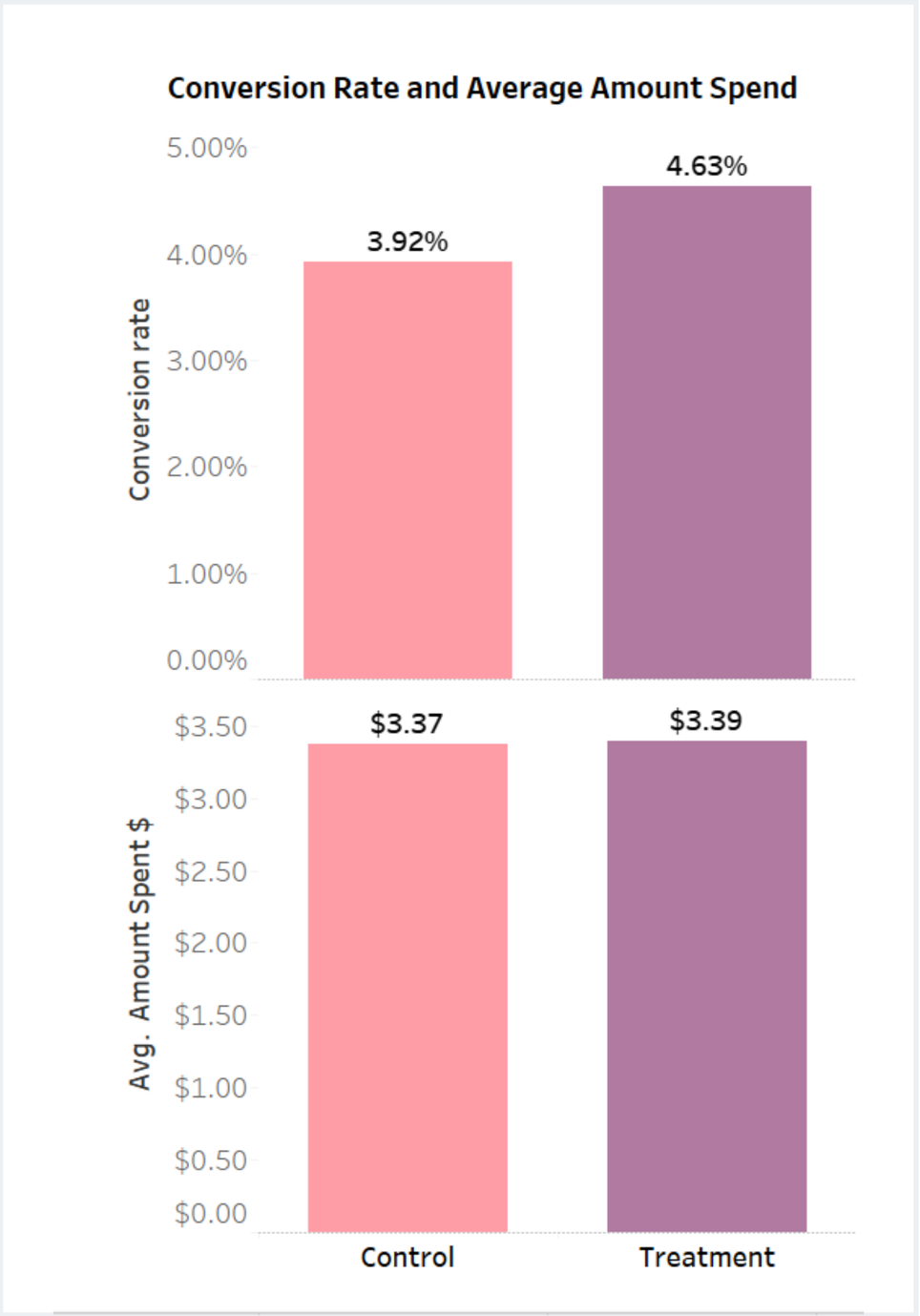
SIZE

- 48,943 total users
- Control - 24,343 users
- Treatment - 24,600 users

KEY RESULTS

- Strong evidence of a difference in conversion rate with an estimated range between 0.35% and 1.07%.

- No strong evidence of an increase in the average amount spent.



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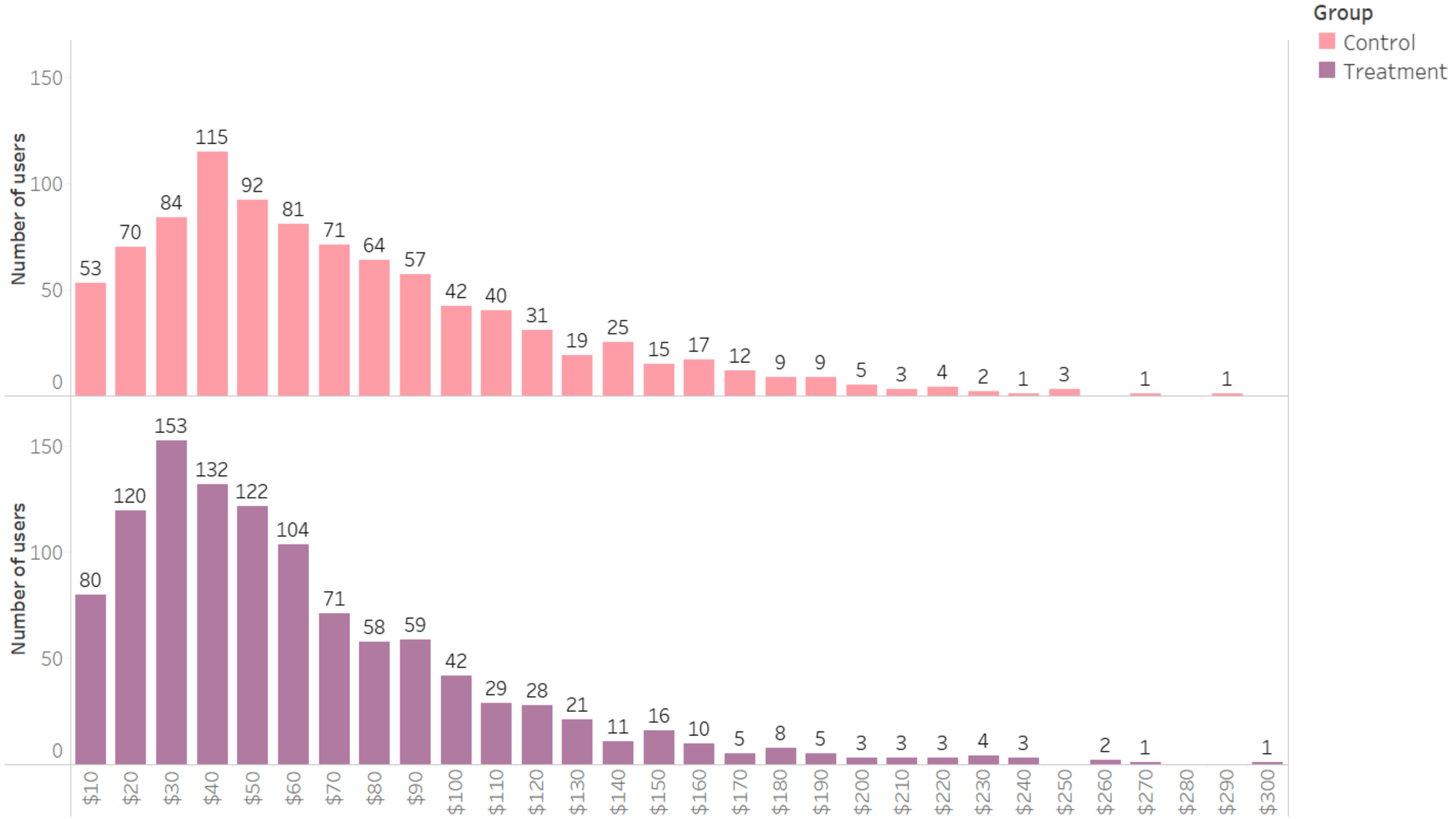
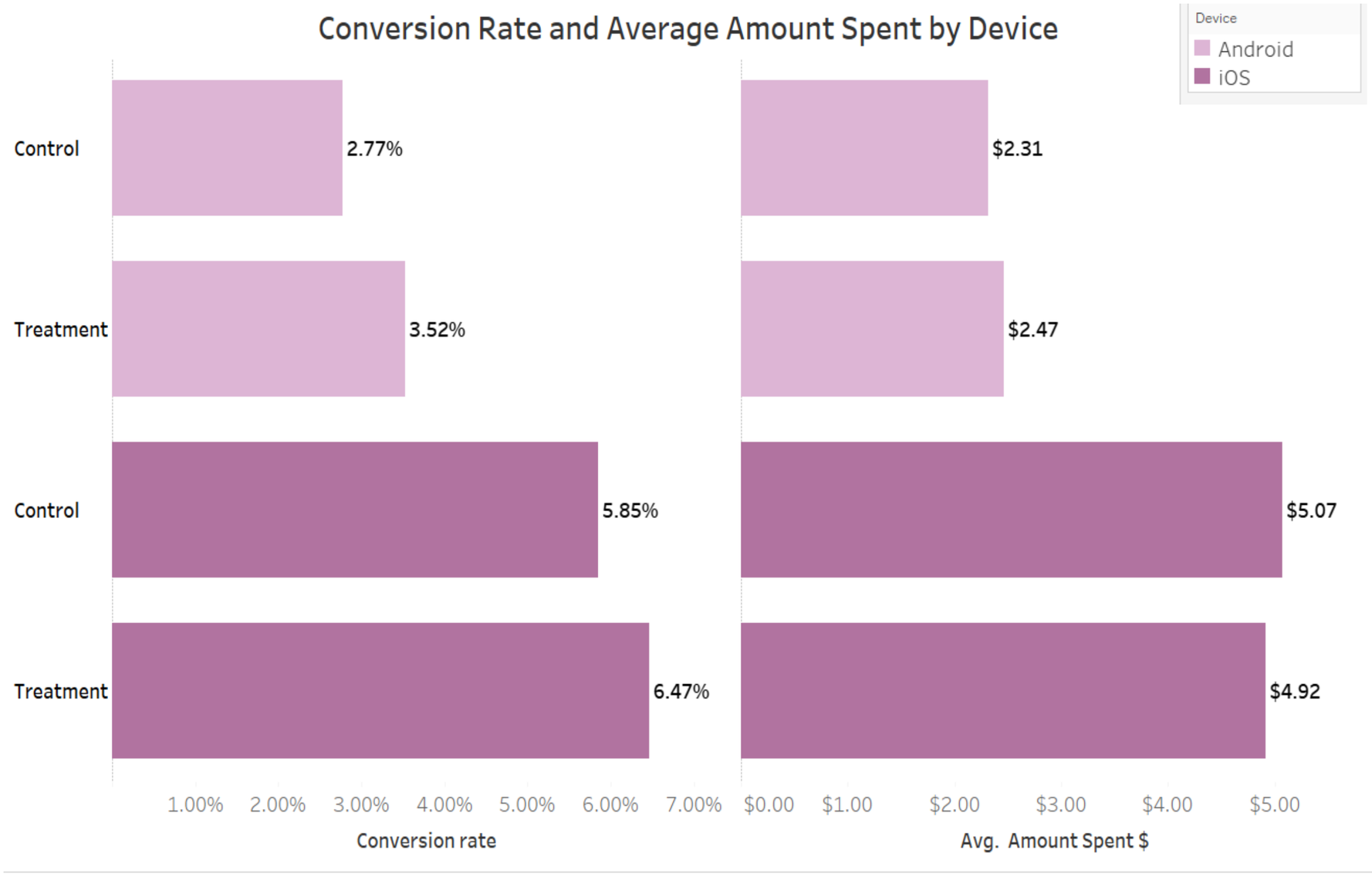
DISTRIBUTION OF AMOUNT SPENT



DEVICE COMPARISON BY CONVERSION RATE AND AVERAGE AMOUNT SPENT

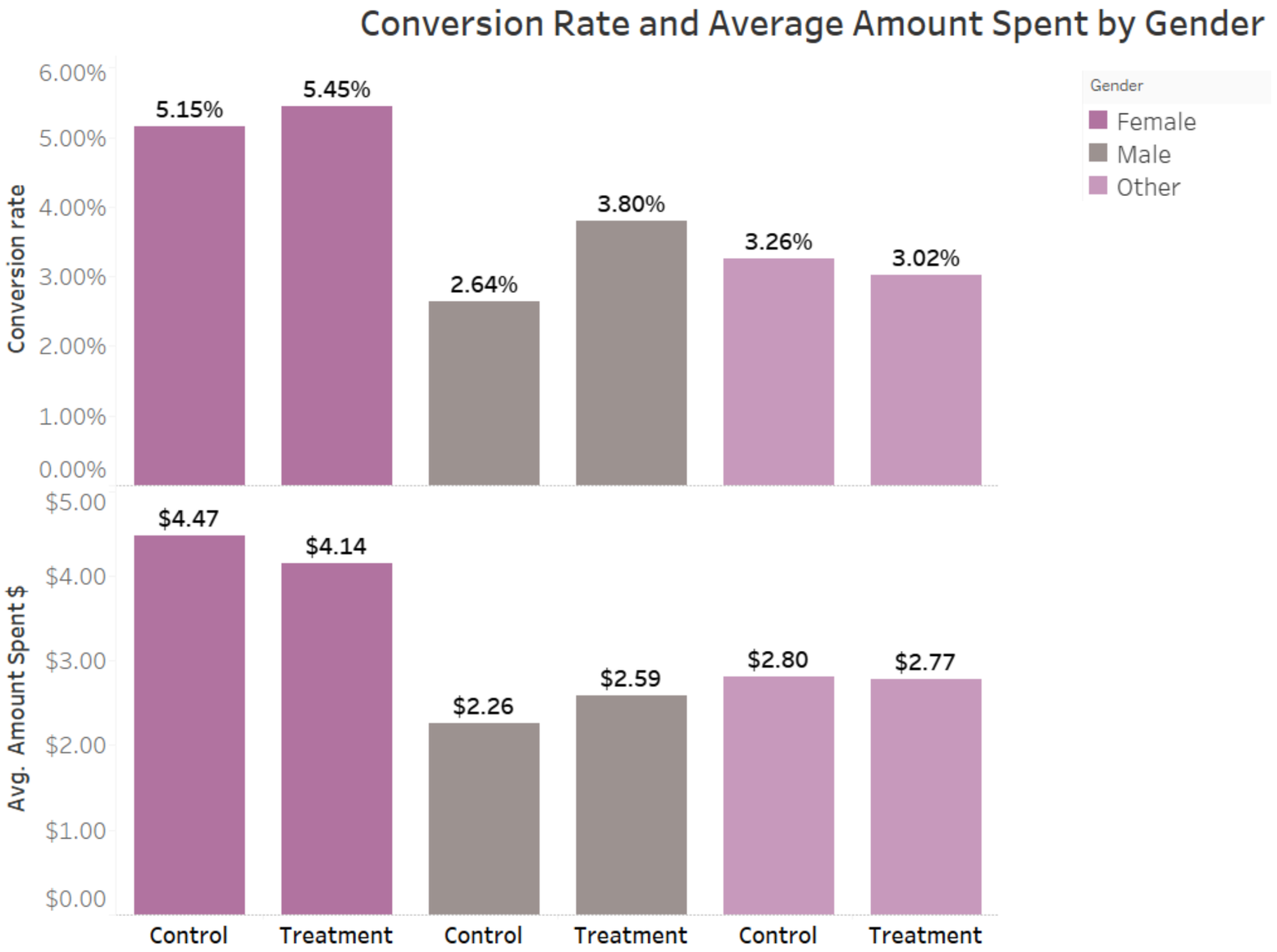


ANDROID USERS

- 27.1% conversion improvement
- 6.9% increase in the average amount spent

iOS USERS

- 10.6% conversion rate
- 29.5% decrease in the average amount spent



Male - Treatment group

- Outstanding 44% increase in conversion rate.
- 13.3% improvement in the average amount spent.

RECOMMENDATIONS: LAUNCH THE FOOD AND DRINK BANNER

- Noteworthy conversions influenced by food and drink banner.
- Launching of the banner is not capital intensive.
- Monitor the user engagement and behaviour within the food and drink category.

THANK YOU