



# Landing Page AB Test

# The experiment

Group A: Control  
existing landing page



Group B: Treatment  
landing page with food & drink banner



From January 25th to February 6th  
2023

48.943 users

24.343 control group  
24.600 treatment group

**Should we launch or not?**

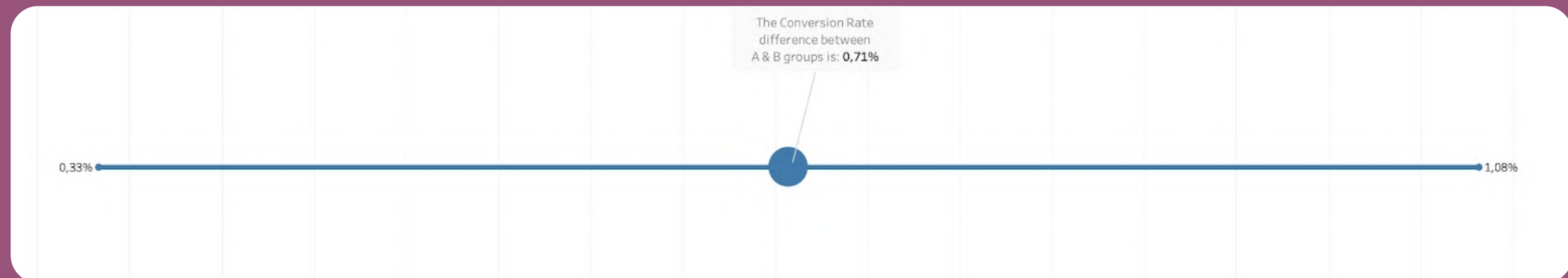
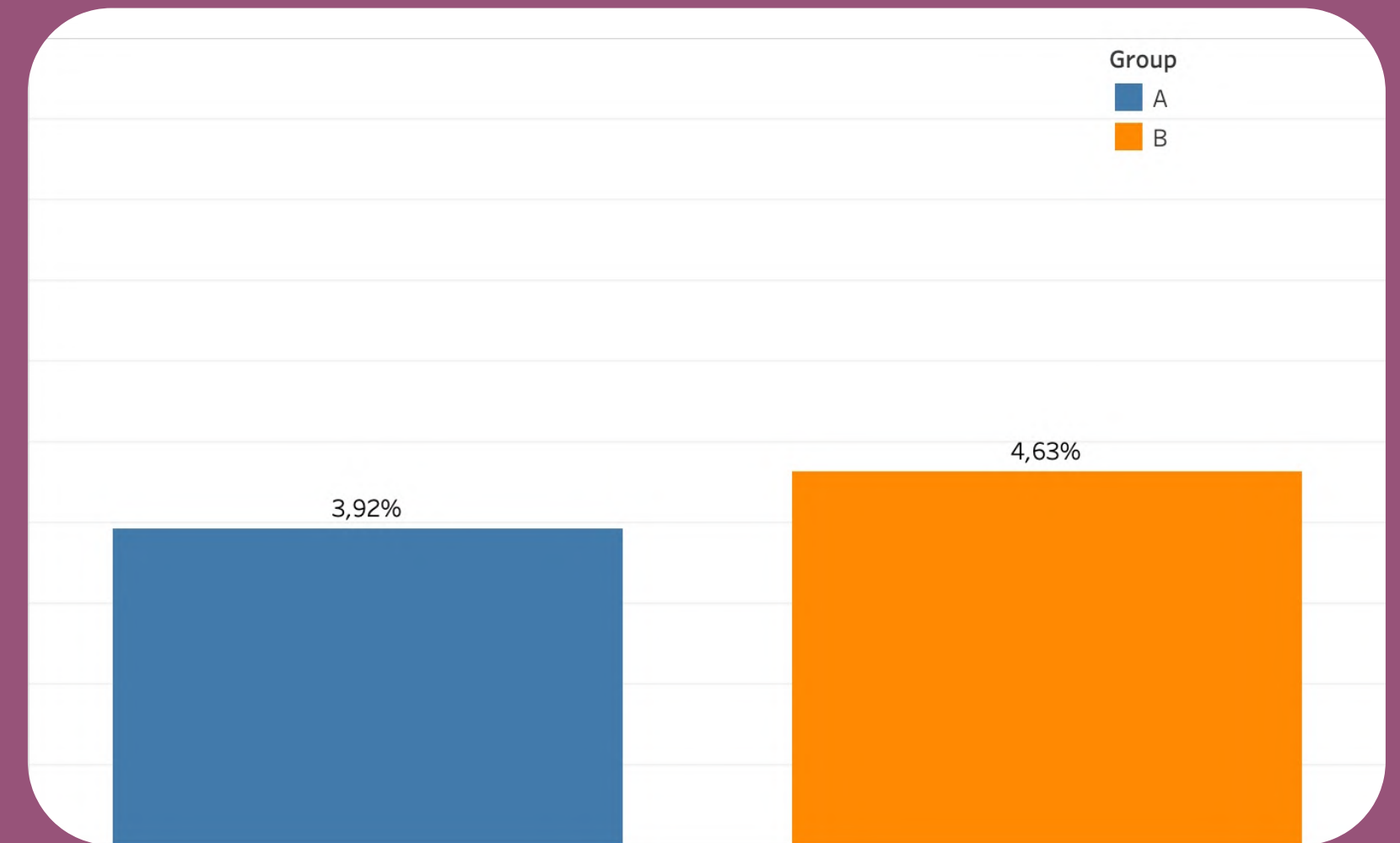
**Do we have enough information to decide?**

**Should we test it again?**

In terms of conversion rate...

**+0.71%**

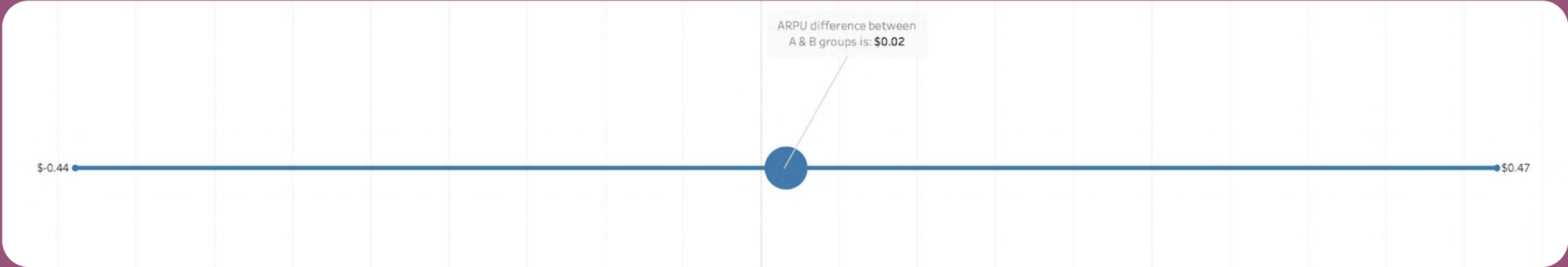
Having a positive outcome in  
**95% of the times**



In terms of ARPU...

+\$0.02

This time the results look more ambiguous...



# 2 Considerations before a conclusion:

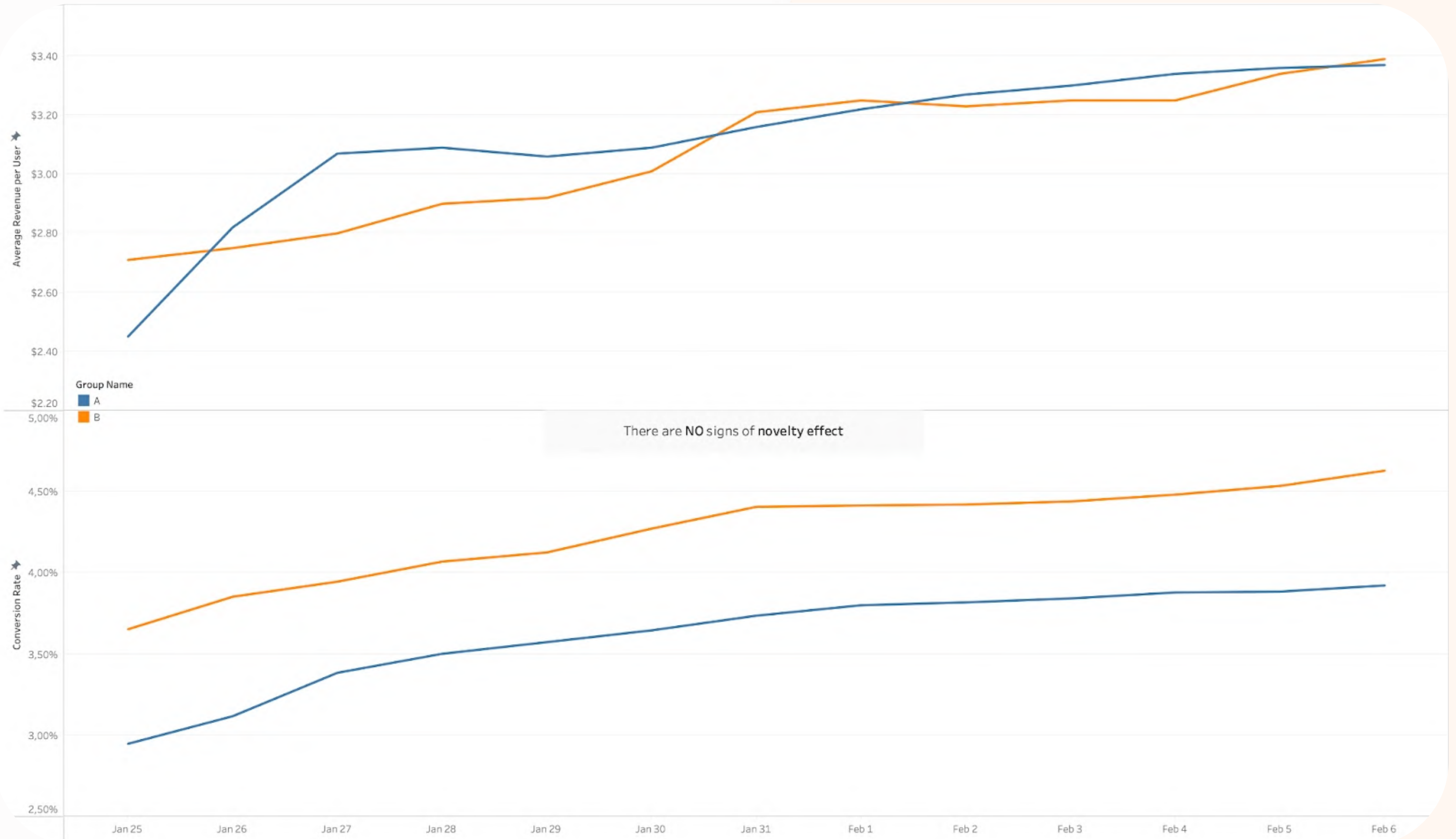
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**2 Considerations before a conclusion:**

# Novelty Effect Check







**2 Considerations before a conclusion:**

# Statistical Power Analysis



## Sample Size Calculator

Calculate how many samples you need to properly power your experiment

Baseline Conversion Rate (%) ⓘ

3,92

Minimum Detectable Effect (%) ⓘ

1

Advanced Settings ▾

Hypothesis ⓘ

- ☒ **One-sided Test (Recommended)**  
Used to determine if the test variation is better than the control (Recommended)
- ☐ **Two-sided Test**  
Used to determine if the test variation is different than the control

A/B Split Ratio ⓘ

0,5026

Test vs. Control

Significance ( $\alpha$ ) ⓘ

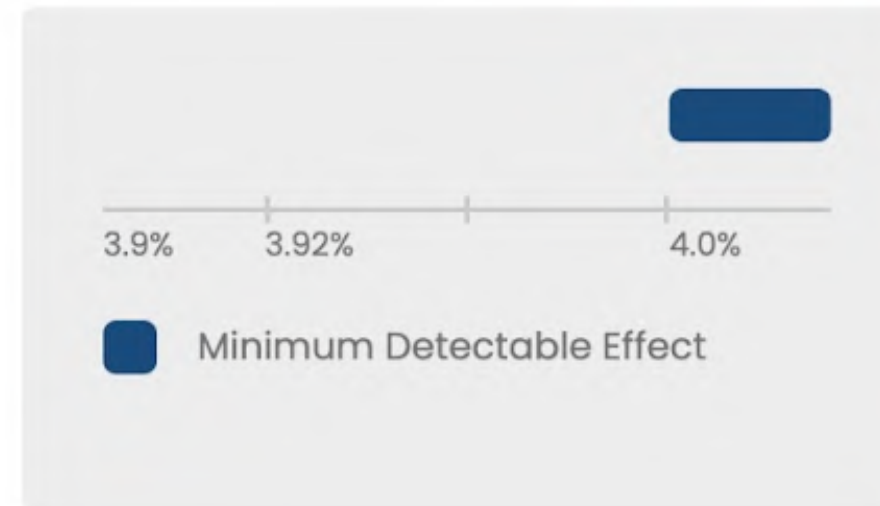
0,05

Range can be 0.01-0.1

Statistical Power ( $1 - \beta$ ) ⓘ

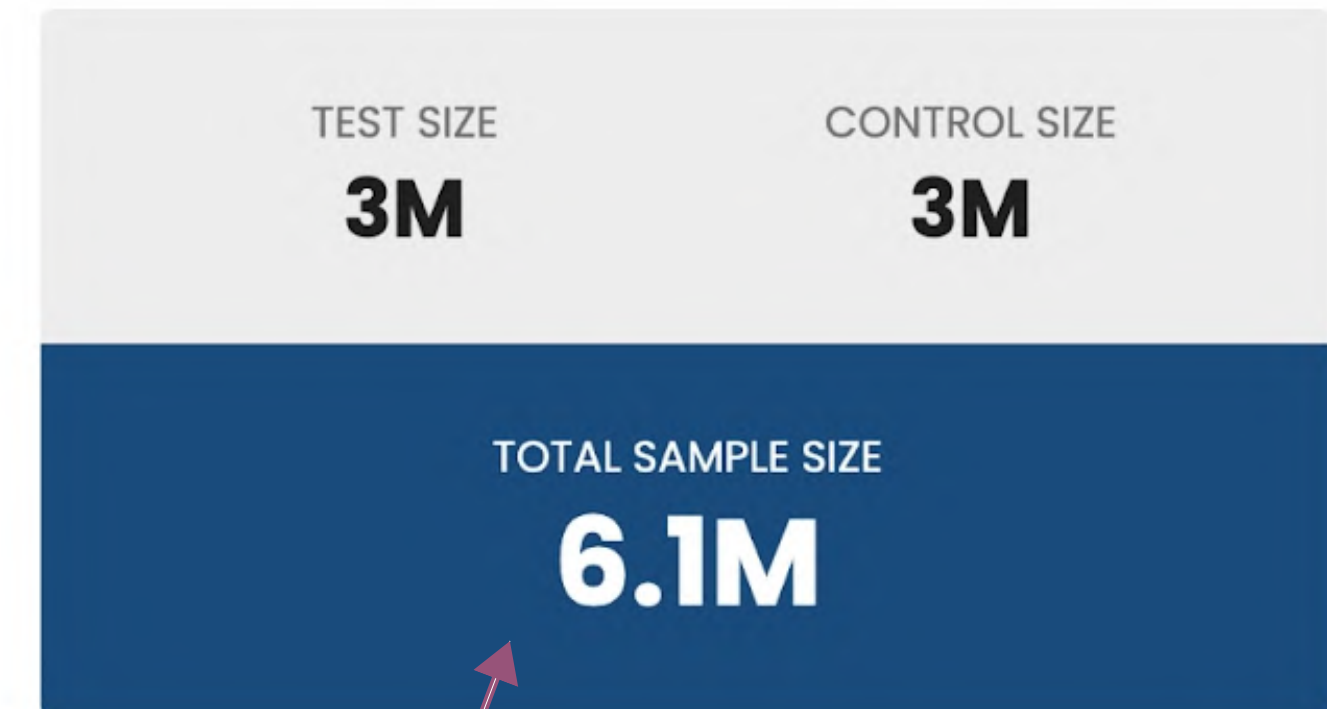
0,8

Range can be 0.65-0.95



## Results

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**A bigger sample would be needed  
for having a clearer picture**

# Conclusion

## Launch

without enough proof that  
there will be a positive  
change in ARPU

## Repeat Experiment

with a:

- Larger sample size  
(3M per test group)
- More data granularity  
(Conversion categories)