# Alternative Value Propositions

Alternative A:

Our politics app

Makes U.S . politics easier to understand

For Chicago citizens

Alternative B:

Our politics app

Makes U.S . politics more convenient

For Chicago citizens

Alternative C:

Our Voter App

Makes voting easy.

Alternative D:

Our Voter App

Makes you a smarter voter

For these four tests we varied the benefits to test which is the more attractive benefit.

# Web Ads



