Comparative analysis of the results of the A/B test of the control A and test B funnels

(Date: DD.MM.YYYY- DD.MM.YYYY, Subchannel: XXXXXX, Gender: Male, Language: English)

Comparing the control and test funnels gives ambiguous results. On the one hand, you need to refer to the AB Testguide calculator, which will show whether the difference between the funnels is statistically significant.

The input data is as follows:

Control: Visitors A - 3096, Conversions A - 1038

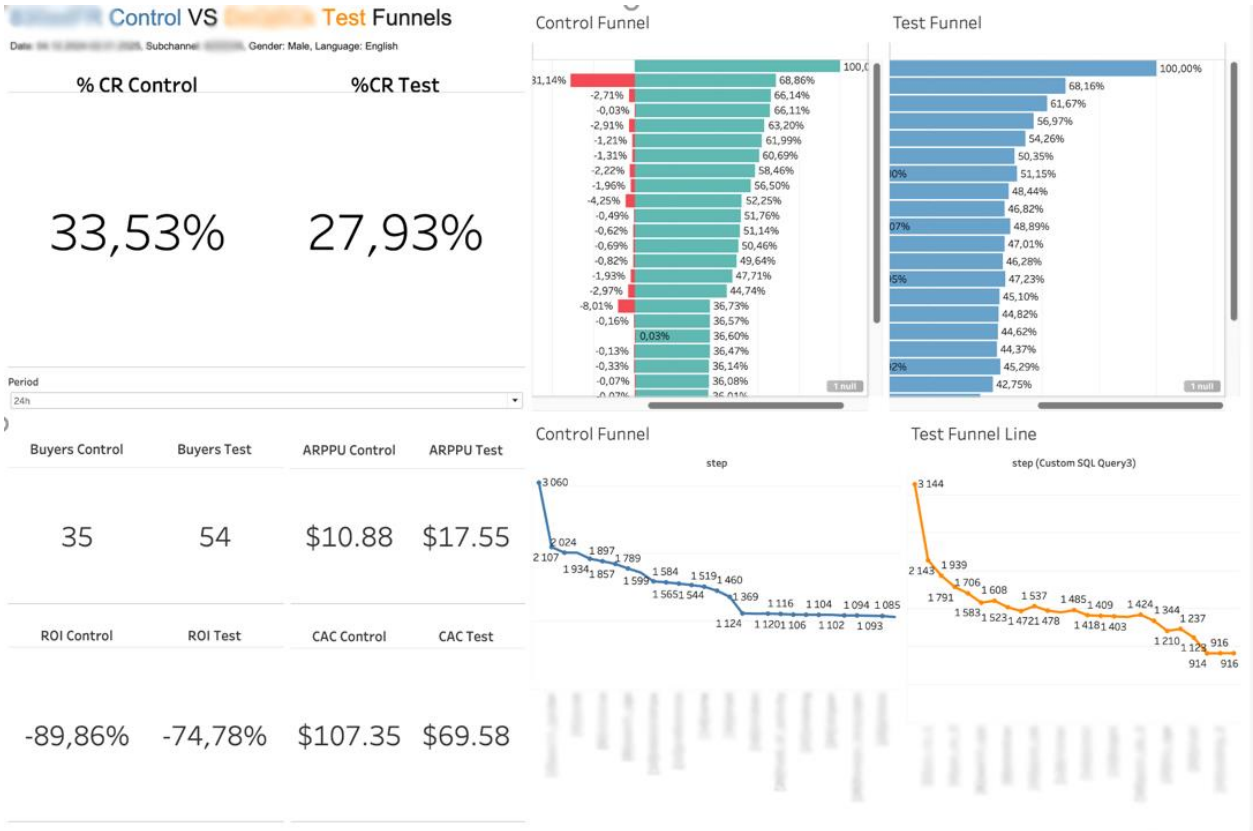
Test: Visitors B - 3161, Conversions B - 883

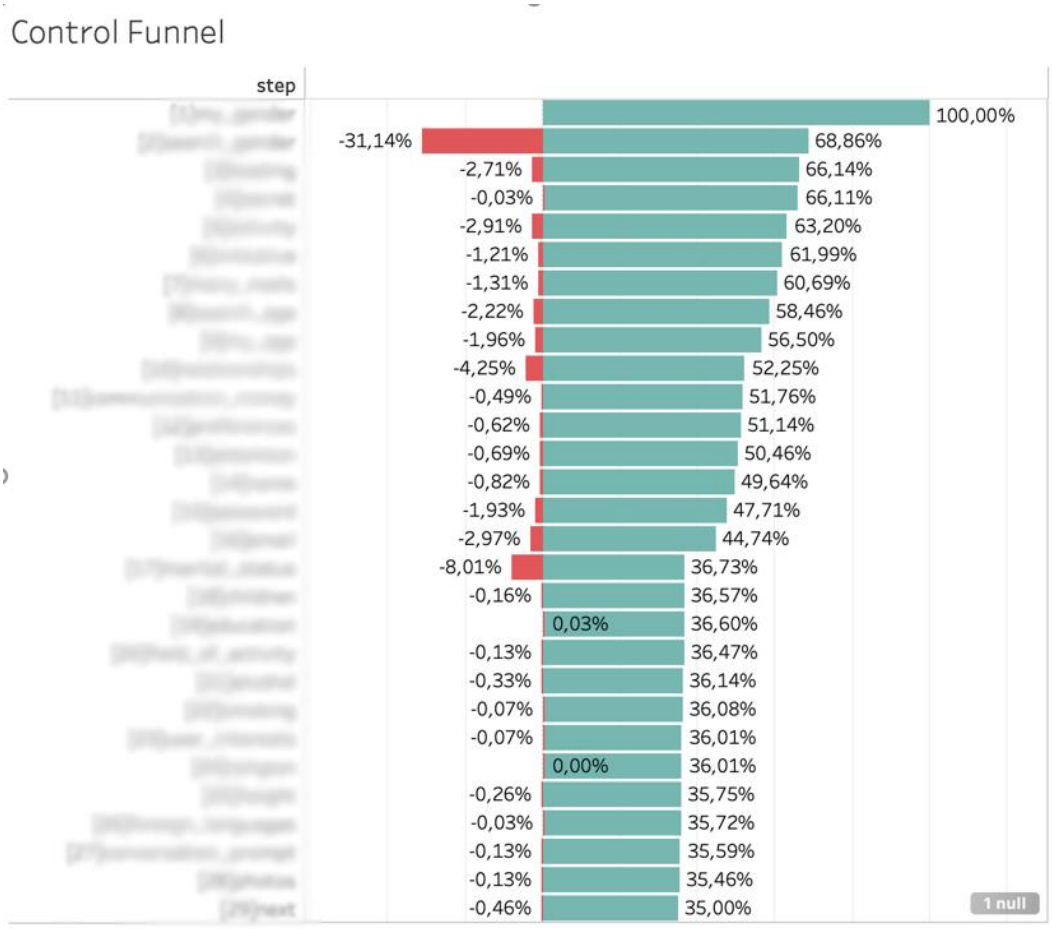
With this data, we have the following calculated metrics:

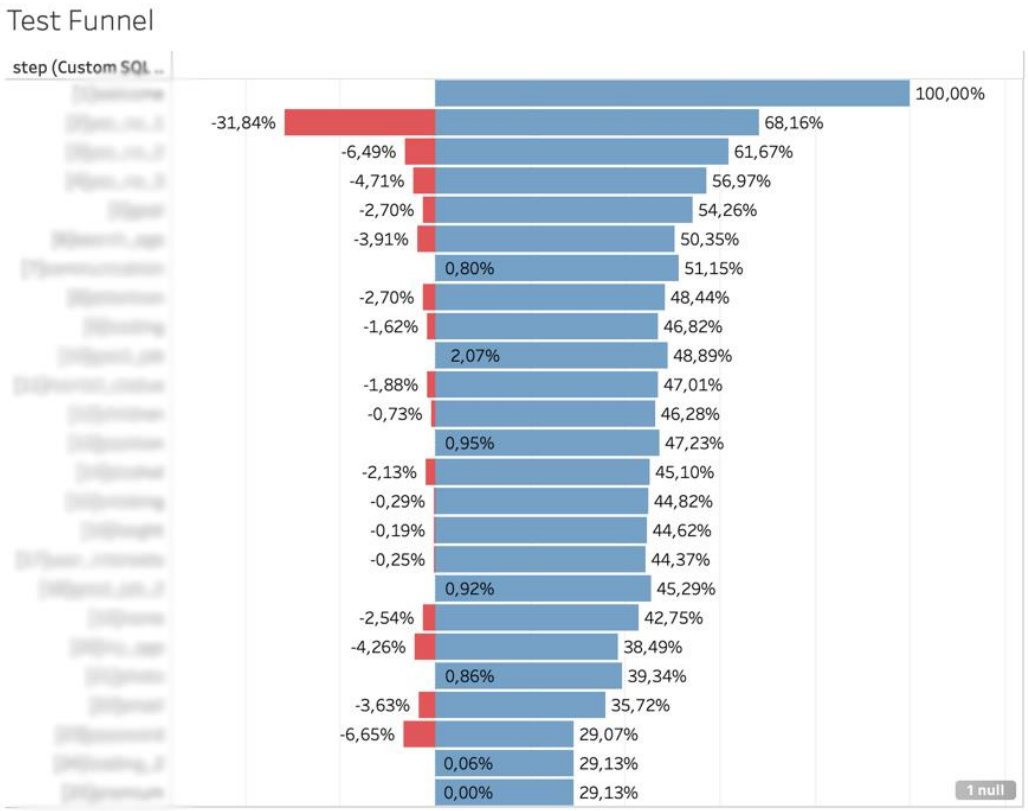
The CR in the control group is 33.53%, while in the test group it is 27.93%. The relative CR uplift is -16.68% not in favor of the test group, which indicates worse conversion in activation.

P-value = 0, Z-score = -4.80 (95% confidence interval), Observed Power - 100% - these data indicate that the difference is not accidental, so our result is statistically significant.

However, conversion in activation is only one of the criteria. Let's take a closer look at the results shown by both funnels.







Control funnel

The control funnel shows the five largest user drops, followed by those that account for less than two percent.

The largest drop comes after gender form, accounting for a record 31.14%, but this is not surprising, as it is the very first step, and the largest number of users are always filtered out at the beginning.

The second largest drop is after email, at 8%. This is also to be expected, as many people are filtered out when entering their email address. You can try to improve the situation a little by adding a note that no spam will be sent to the email address and that it is only required to confirm the account, but in general, this indicator will most likely remain more or less unchanged in any scenario.

Third in the top is age with 4.25%. There may be several reasons why it is higher than most items in the funnel. First, it may be because some users are reluctant to enter confidential information, so more people drop out at this point. But it is also possible that the input method itself seems inconvenient to users or simply does not work correctly for all users. It is difficult to understand this from the funnel because the previous item, age, has a different input method. Therefore, it is better to do a separate A/B test specifically for this item.

Test Funnel

In general, it is immediately apparent that the test funnel showed worse results in attracting users. In the control group, 35% of the original number of users who landed on the landing page reached the last point, while here we have 29.13%. Moreover, the dynamics of the drops are also different — while in the control funnel the number of users fell steadily to the middle and then remained fairly stable until the end, the test funnel remains more or less stable in the middle, with small jumps up and down, and the biggest drops occur at the beginning and end of the journey. I think this is due to the very nature of this funnel, because unlike the control funnel, many steps here are optional, so users who go further down the funnel are less engaged. And that is why there is such a large drop at the end, on the name, email, and password.

In addition, many users are filtered out at the first three points: y_1, y_2, y_3. This is clearly not only because more users are filtered out at the first points. In the control funnel, 31.14% were filtered out at the first point, and in the test funnel, 31.84%, which is quite close. But in the control funnel, the drops immediately after that are 2.71% and 0.03%, and in the test funnel, they are 6.49% and 4.71%, which is much worse. This may be due to the fact that the questions asked at the beginning of the test funnel confuse users, and they do not want to continue. I recommend conducting a separate AB test where these points would be removed and seeing how the result would change.

Financial Metrics

Let's move on to financial metrics, where we see slightly different results.

In the control group, we obtained the following results over a 7-day period:

Buyers - 39, ARPPU - $19.65, ROI - -79.61%, CAC - $96.34.

In the test group:

Buyers - 55, ARPPU - $30.26, ROI - -55.70%, CAC - $68.31.

What this means:

The ROI of both funnels tells us that both funnels are unprofitable if we look only at the 7-day period, but the test group is less unprofitable by almost 24% and could potentially be the first to turn a profit in the future. There are more buyers in the test funnel, the test funnel has a significantly lower cost of acquisition, and the test funnel has a higher revenue per payer.

In summary: although the control funnel has better conversion and brings in more activated users, the test funnel is more profitable, which indicates that the users it attracts are much more inclined to use the product than those in the control funnel. Therefore, which of these two funnels is better depends on the goals set. If we need to find out which funnel will bring us more users, then the control funnel is better at this. But if our goal as a business is to make more money from monetized users, then the test funnel is the clear winner.