

A/B/MAB Advertising Campaign Strategy Report: Key Summary

AB Test Overview

MAB Metric

MAB Metric VS CPA
guardrail

A/B Test OverView DashBoard

KPI

Campaign	AVG CVR	Impression	AVG CVR Click	AVG 평균 CTR	AVG CPA	AVG CPC
Control Campaign	0.50%		11.48%	5.10%	505.23%	49.49%
Test Campaign	0.85%		9.10%	10.42%	599.99%	47.14%

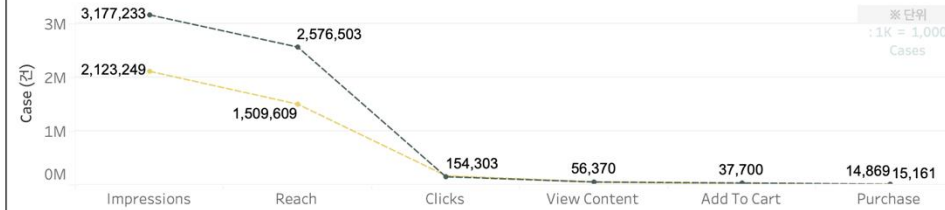
Champaign Groups



Sum of Spend



Funnel Stage

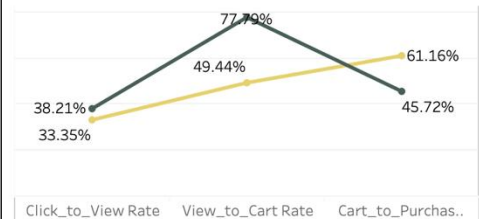
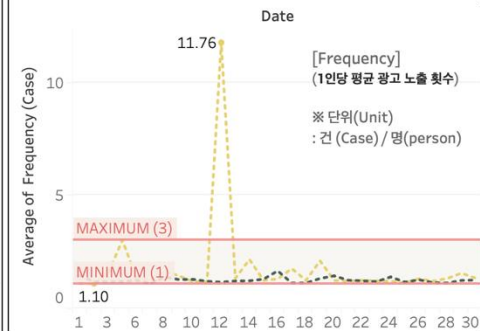


Funnel Stages(Enterance level)

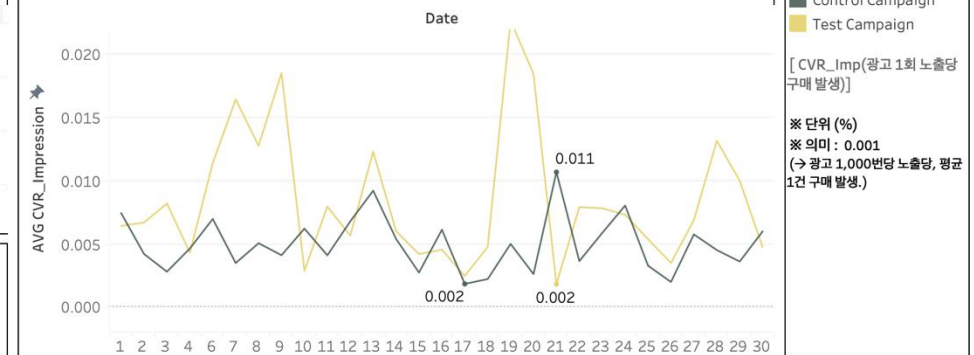
Campaign	Impressions	Reach	Clicks	View Conte..	Add To Cart	Purchase
Control Campaign	3,177,233	2,576,503	154,303	56,370	37,700	15,161
Test Campaign	2,123,249	1,509,609	175,107	54,882	25,490	14,869

Conversion Funnel Analysis

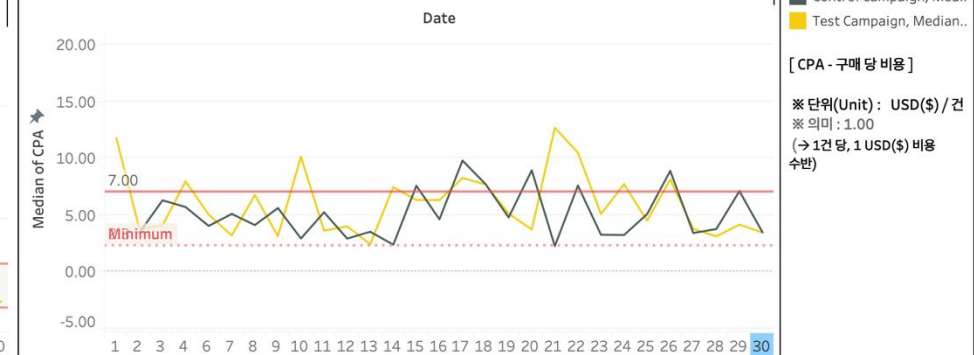
Campaign	Click_to_View Rate	View_to_Cart Rate	Cart_to_Purchase Rate(2)
Control Ca..	38.21%	77.79%	45.72%
Test Campa..	33.35%	49.44%	61.16%

FREQUENCY
(Average number of ad exposures per person)

CVR_Impression Trend



CPA (Guardrail Value = 7.0)



AB Test Overview

MAB Metric

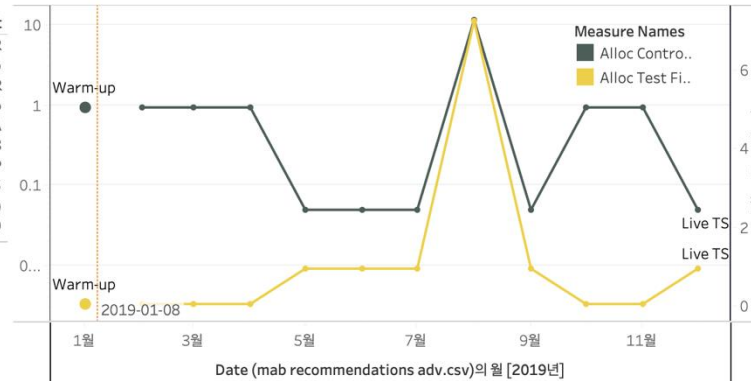
MAB Metric VS CPA
guardrail

『 MAB Metric OverView DashBoard 』

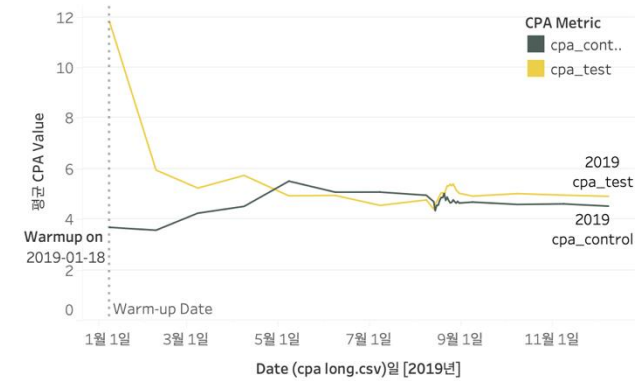
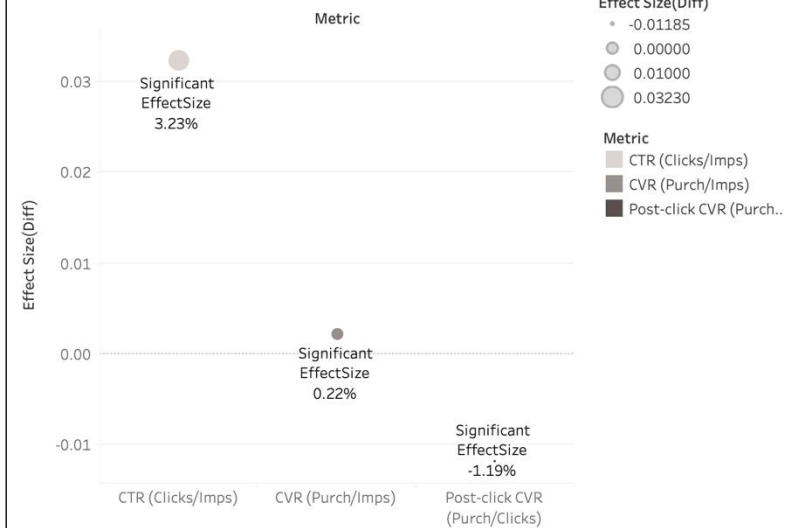
KPI Summary

Control	Test
CVR	CVR
47.72%	69.88%
CTR	CTR
485.65%	808.79%
CPA	CPA
4.5283	4.9173
CIP	CIP
	5.75
Incremental Purchases vs Control)	Incremental Purchases vs Control)
	4,960

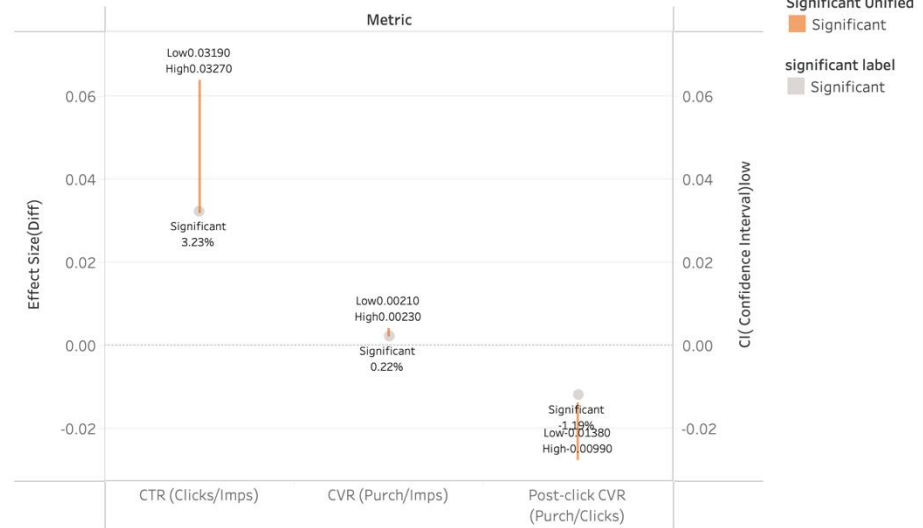
Allocation Trend



CPA Trend

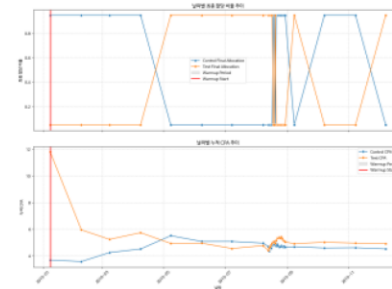
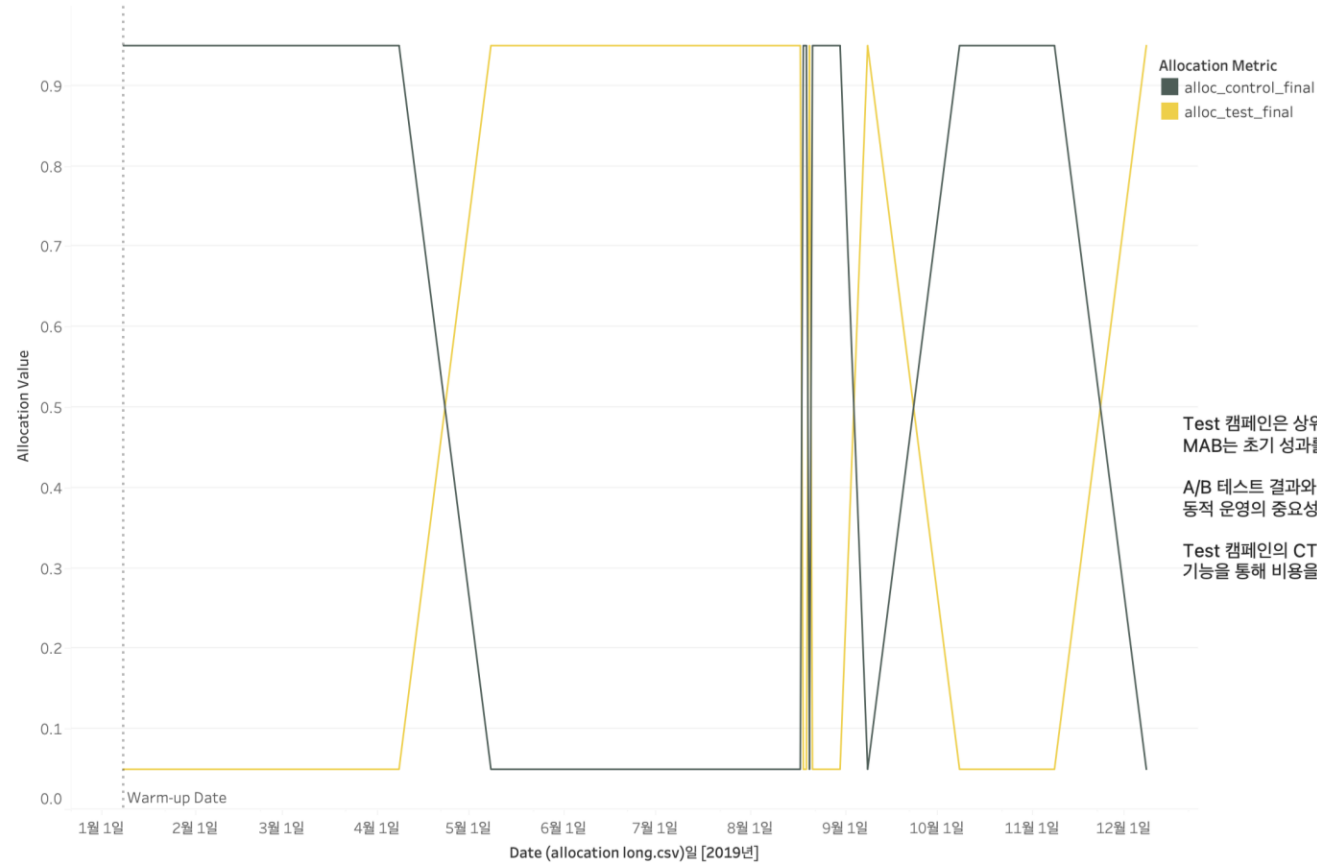
Error Bar (Z-test \pm TrustRange)

Effect Size with Confidence Intervals



『 MAB Metric OverView DashBoard 』

Allocation Trend



Test 캠페인은 상위 퍼널(클릭)에 강하지만, 하위 퍼널(전환, CPA)에서는 개선 필요.
MAB는 초기 성과를 바탕으로 Test를 선호했으나, CPA 가드레일을 통해 비용 위험을 관리.

A/B 테스트 결과와 MAB 운영 데이터는 상호 보완적이며, 캠페인 목표와 제약 조건을 고려한
동적 운영의 중요성을 보여줌.

Test 캠페인의 CTR 강점을 활용하되 전환율 및 CPA 효율 개선 필요. MAB의 가드레일
기능을 통해 비용을 관리하며 동적 할당 최적화 전략 추진.