

Campaign Name	conversion%	Ctrl Group Conversion %	Var Group Conversion %	std_Error	Ctrl SE	Var SE	Conversion Rate Min	Conversion Rate Max	Z Score	Var vs Ctrl % Diff	P-value	Power	Totalvisitors
Control Campaign	26.90%	26.90%	28.05%	0.001868	0.001868	0.001903	26.53%	27.26%	4.34	0.04	0.00	1.00	56370
Test Campaign	28.05%	26.90%	28.05%	0.001903	0.001868	0.001903	27.68%	28.43%	4.34	0.04	0.00	1.00	55740
Total	27.47%	26.90%	28.05%	0.001333	0.001868	0.001903	27.21%	27.73%	4.34	0.04	0.00	1.00	112110

CI

☐ 0.8
 ☐ 0.85
 ☐ 0.9
 ☒ 0.95

Hypothesis

☐ One-Sided
 ☒ Two-Sided

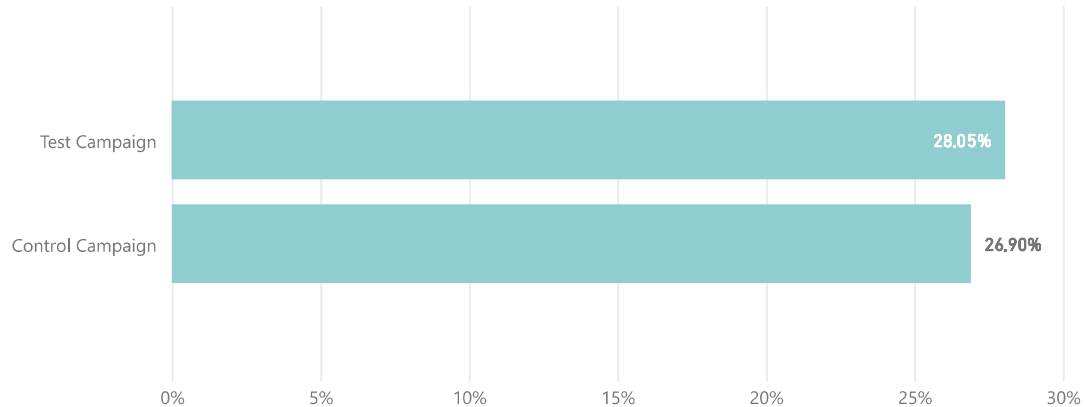
4.34

Z Score

7.03E-6

P-value

Conversion Percentage By Campaign



The **conversion percentage** represents the **ratio of purchases to the number of content views**.

The analysis of the Control Campaign and Test Campaign reveals significant insights into their performance.

The **Test Campaign** achieved a **higher conversion rate of 28.05%** compared to the Control Campaign's 26.90%.

This **difference is statistically significant**, as indicated by the **high Z score of 4.34** and a very low **P-value of 7.03E-06**, suggesting that the observed improvement is unlikely due to chance.

The **Test Campaign's performance demonstrates a positive impact**, with a **higher conversion rate** and a strong **statistical power of 0.99998**, indicating a **high probability of detecting a true effect**.

These results support the effectiveness of the Test Campaign over the Control Campaign.