

GLOBOX RESEARCH

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GLOBOX CONTEXT

01

CURRENT STATE:
boutique fashion
and high-end décor
products

02

INTENT: increase
revenue through
awareness for the
new food & drinks
product category

03

**RESEARCH
OBJECTIVE:** will
new website banner
help to achieve our
intent?

04

METHODOLOGY:
A/B Test on
website home page
with and without
banner

05

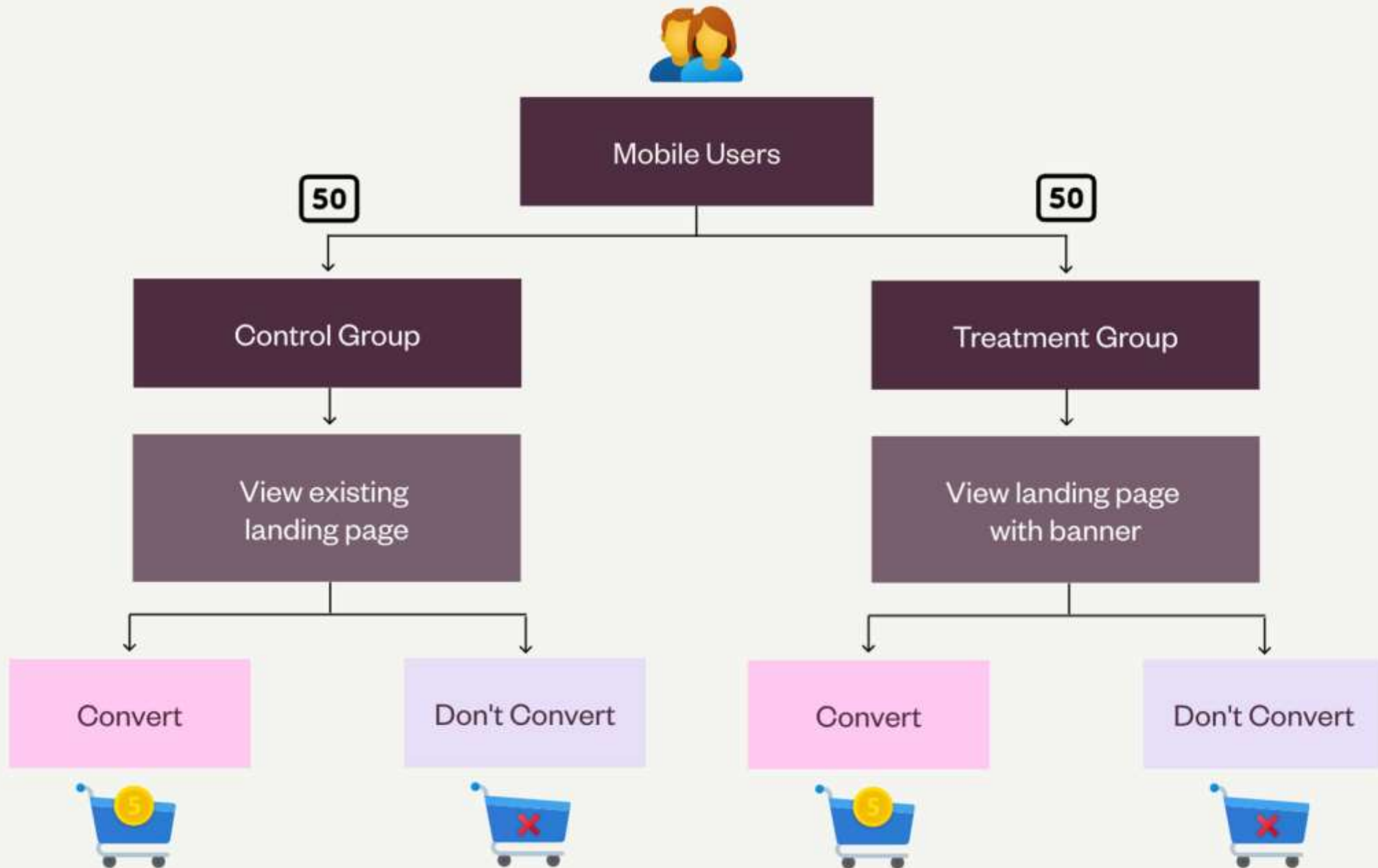
SUCCESS METRIC:
conversion rate &
average amount
spent per user

Group A: Control
existing landing page



Group B: Treatment
landing page with food & drink banner

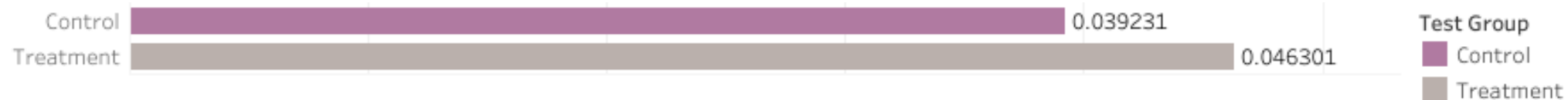




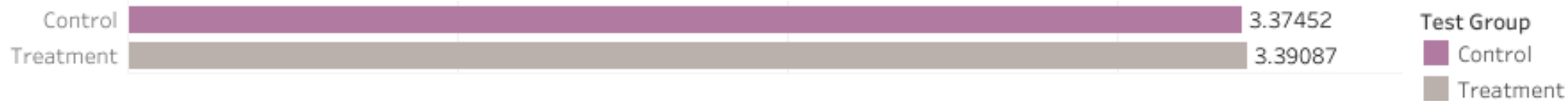
KEY RESULTS



Total number of users



conversion rate



Avg. Amt Spent

HYPOTHESIS TESTS

- SUFFICIENTLY STRONG EVIDENCE of a difference in the conversion rate between the control and treatment groups
- INSUFFICIENTLY STRONG EVIDENCE of a difference in the average amount spent per user between the control and treatment groups

RECOMMENDATION

Launch the Website banner

- Increased conversion rate is a positive sign to launch
- Digital banner is a lightweight expenditure

END