

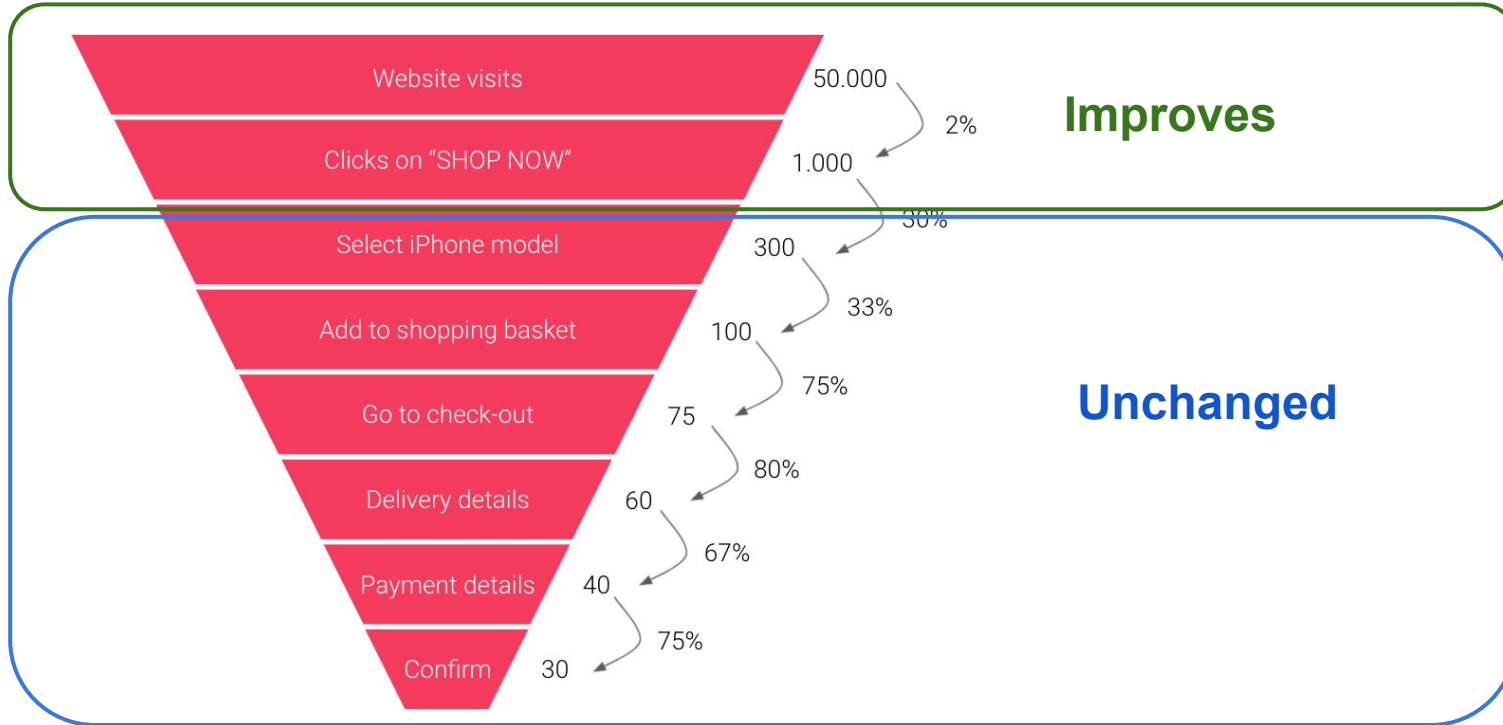
# Group 5

[ Nikhil, Samuel, Ornelia, Sonali ]

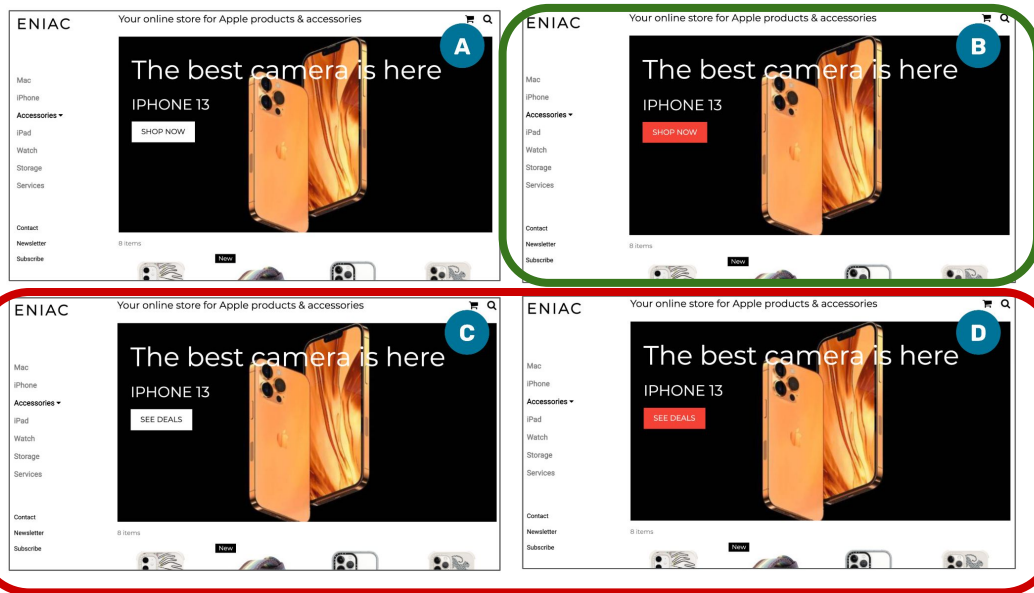
How long can we expect the experiment to last?

# Objective

Increase the **Click-Through Rate (CTR)** , without compromising the quality of the clicks from a conversion prospective way.



# Hypothesis: Changing CTA colour to red will improve CTR to 2.15% without diluting the quality of clicks



We chose B (over C and D)::

1. **‘CTA’** is the same as the control and will attract users with **purchase intent**
2. **‘See Deals’** could attract **curiosity clicks** which poses a risk of diluting the click quality and therefore, lowering downstream funnel conversion rates (we DO NOT WANT IT !)

It's crucial to balance the initial engagement with the ultimate goal of conversion.!!


# How long to run the experiment: 2 weeks

Given:

- **Traffic Volume**
- **Expect effect size**

We can detect this change in

- **2 weeks**
- **95% IC**

 **AB Testguide**

**Is your test result significant? Does it have enough power?**  
Play with the controls and get a better feel for how a lower confidence level will boost the power or how an increase in test size can make a small CR-difference significant!

Pre-test calculation or post-test evaluation?

☐ Pre-test analysis

☒ Test evaluation

**Test data**

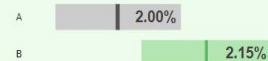
Visitors A	Conversions A
<input type="text" value="50000"/>	<input type="text" value="1000"/>
Visitors B	Conversions B
<input type="text" value="50000"/>	<input type="text" value="1075"/>

## Test result

save & share url

### Significant test result!

Variation B's observed conversion rate (2.15%) was 7.50% higher than variation A's conversion rate (2.00%). You can be 95% confident that this result is a consequence of the changes you made and not a result of random chance.



The expected distributions of variation A and B.

