Group 5

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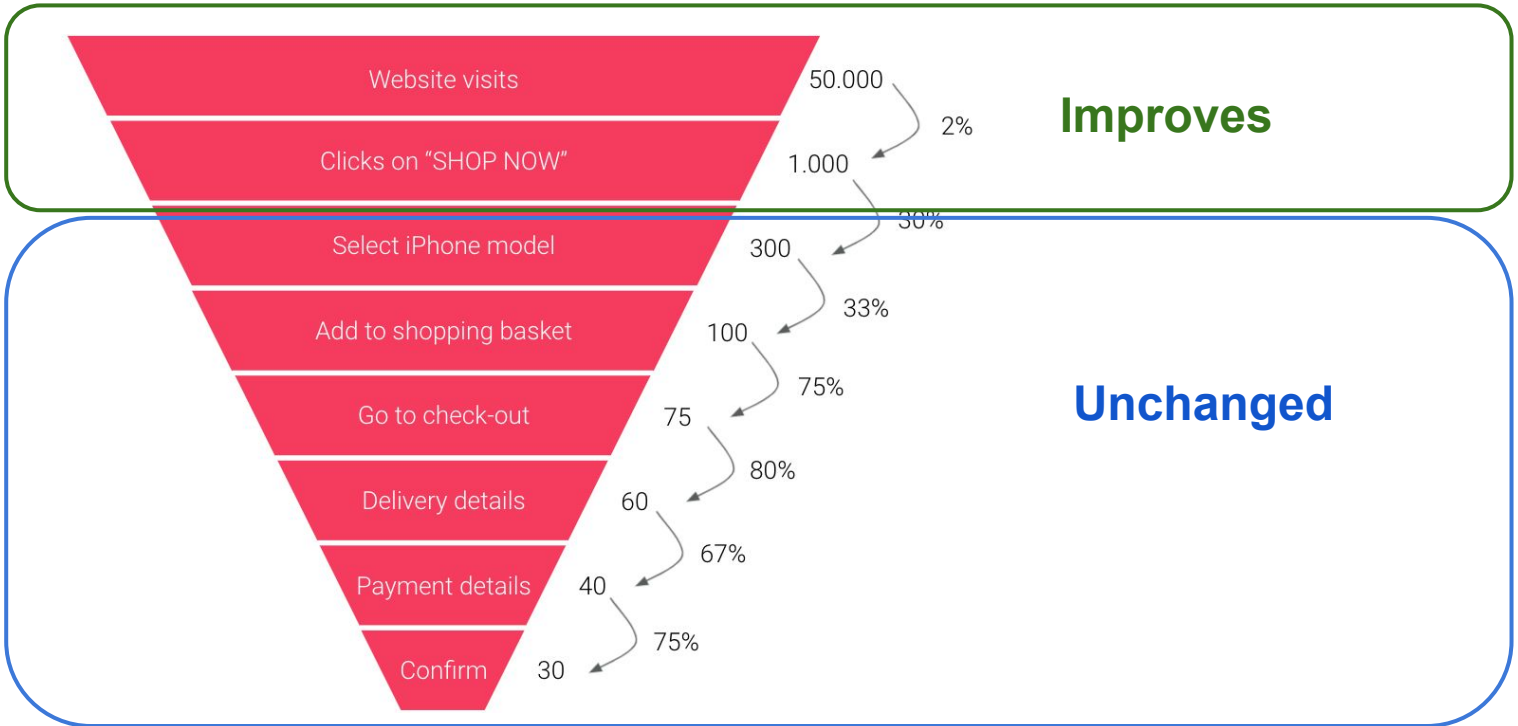
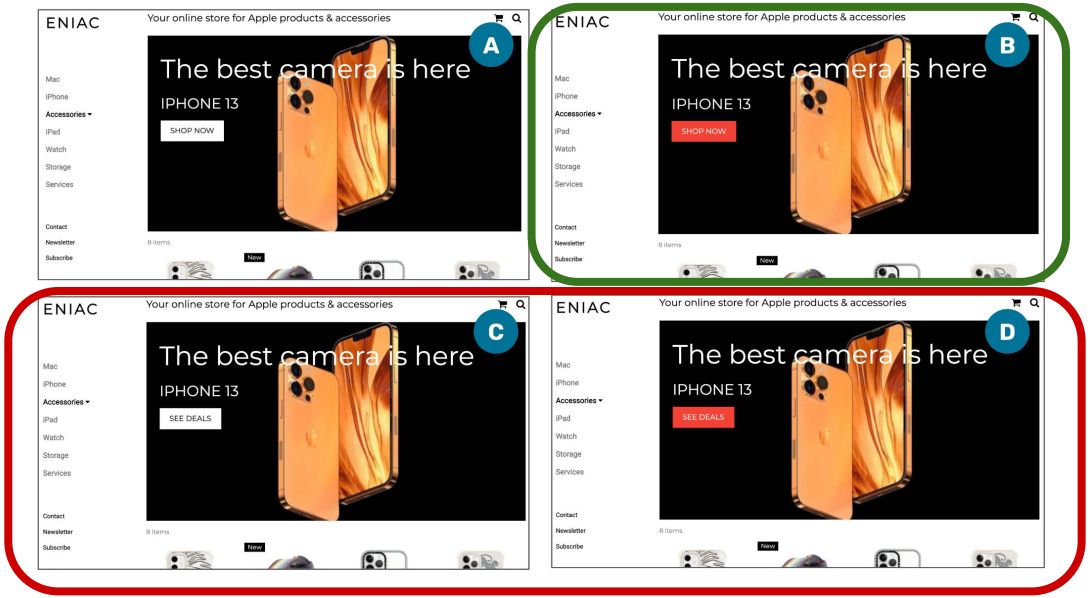
How long can we expect the experiment to last?

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.!!

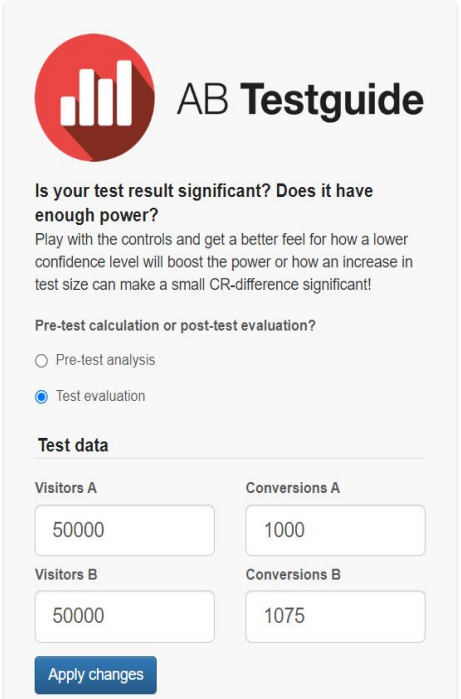
How long to run the experiment: 2 weeks

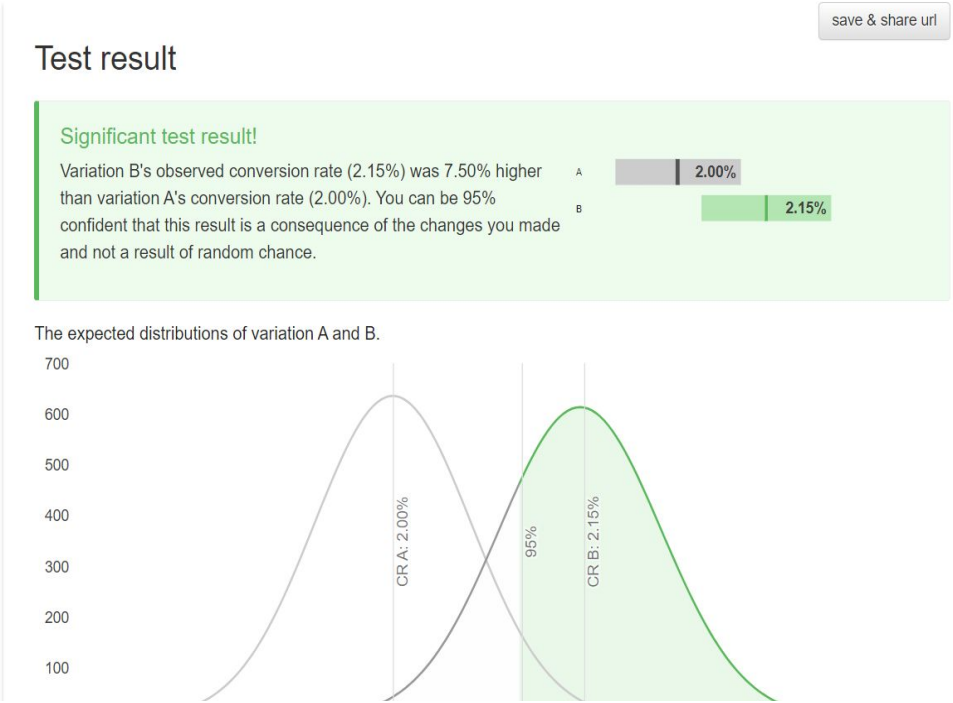
Given:

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

We can detect this change in

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





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