A|B Test
Banner Implementation

Data Analytics Department
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Agenda

- Overview
- Decision Metrics
- Demographics
- Results
- Recommendation
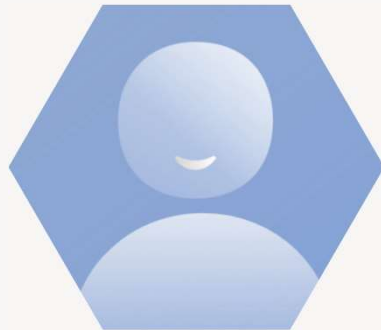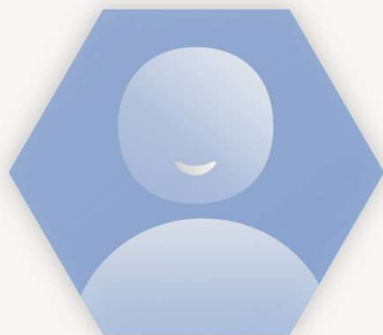
Timeline
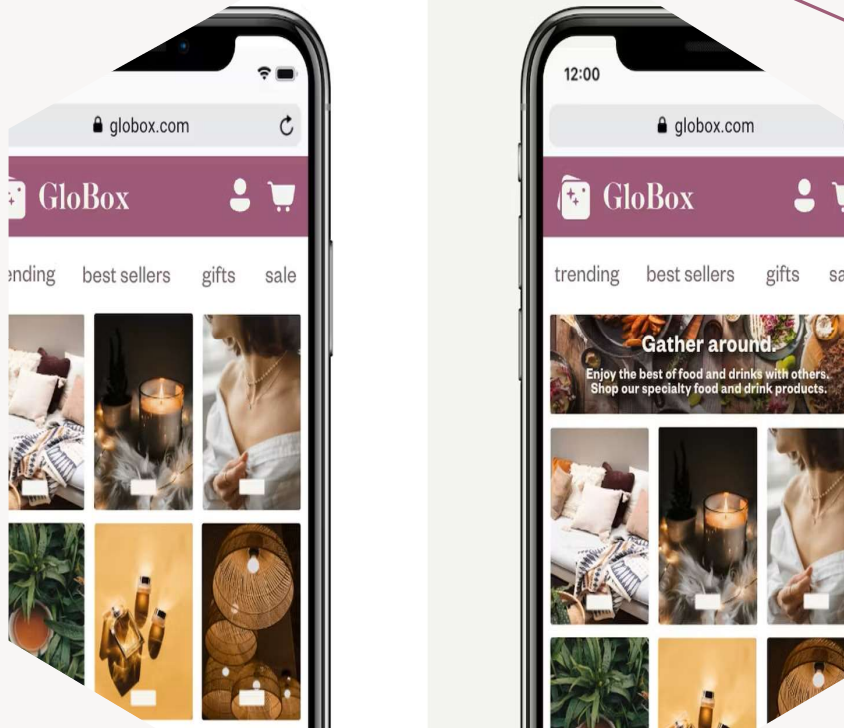
The test was held for 2 weeks

Jan 25 - Feb 06

Group A : Control

Group B : Treatment
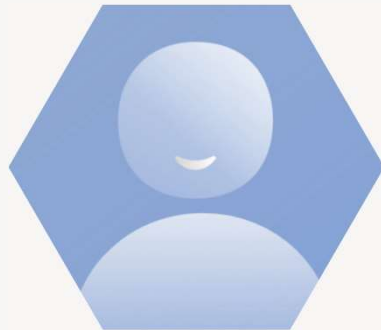
Users assigned randomly to one of two
homepage versions

Decision Metrics

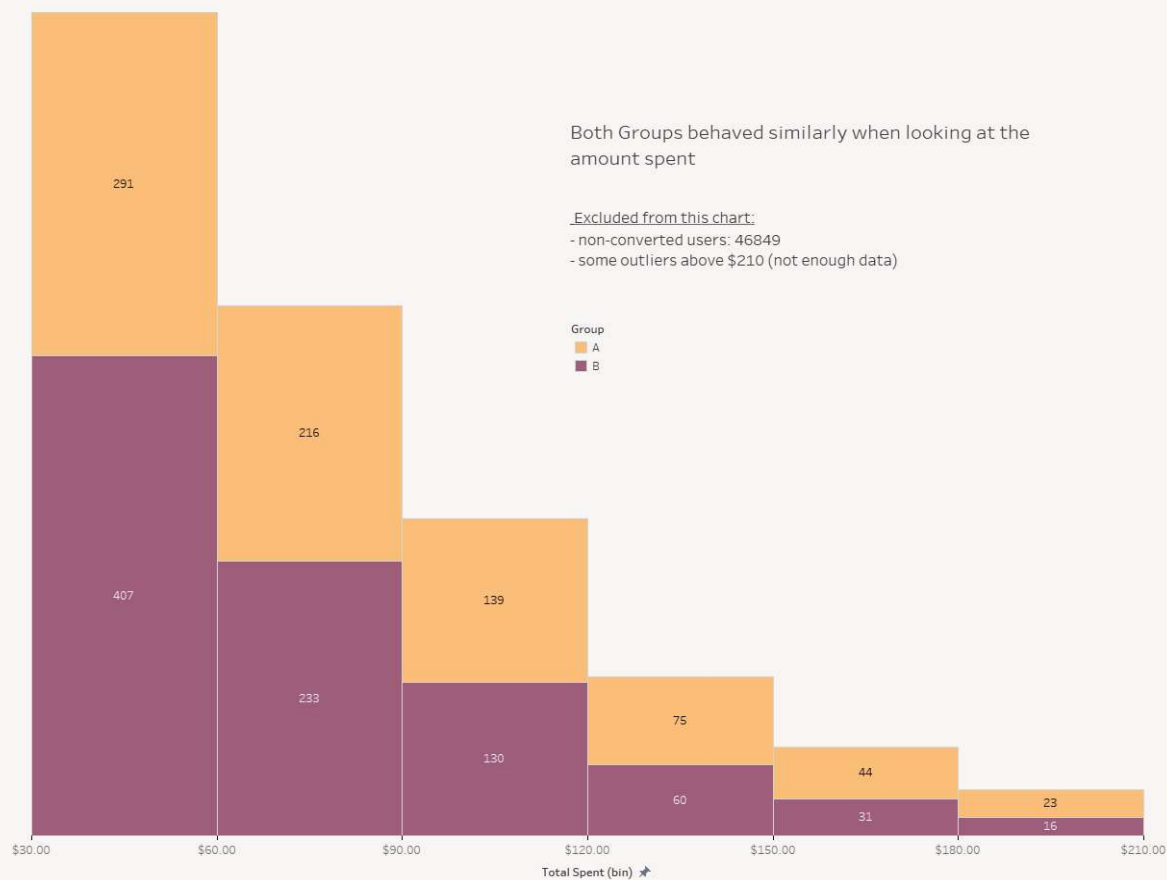**What do we want to measure?**

When analyzing our results, we are looking at 2 metrics:

- Rate of Converted Users   %
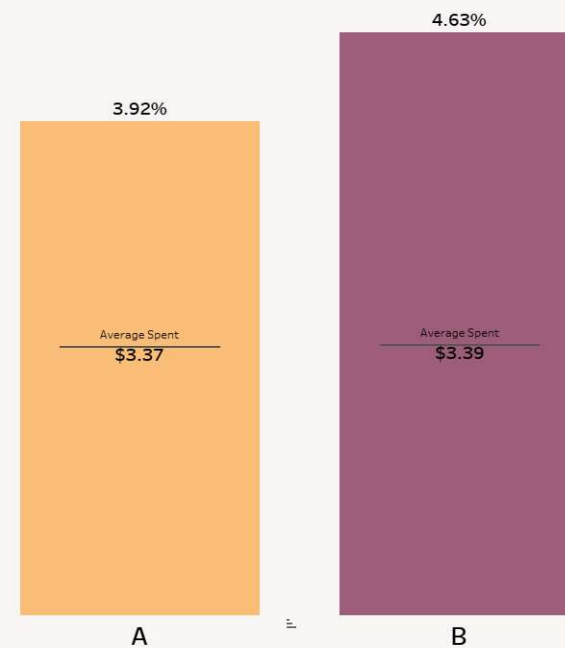- Average Spent by Each User $

Number of users per total spent

Conversion Rate
/
Average Spent per user

Both Groups behaved similarly when looking at the amount spent

Excluded from this chart:
- non-converted users: 46849
- some outliers above $210 (not enough data)

Group
A
B

291

216

139

75

44

23

407

233

130

60

31

16

$30.00 $60.00 $90.00 $120.00 $150.00 $180.00 $210.00
Total Spent (bin) ✦

3.92%

4.63%

Average Spent
$3.37

Average Spent
$3.39

A
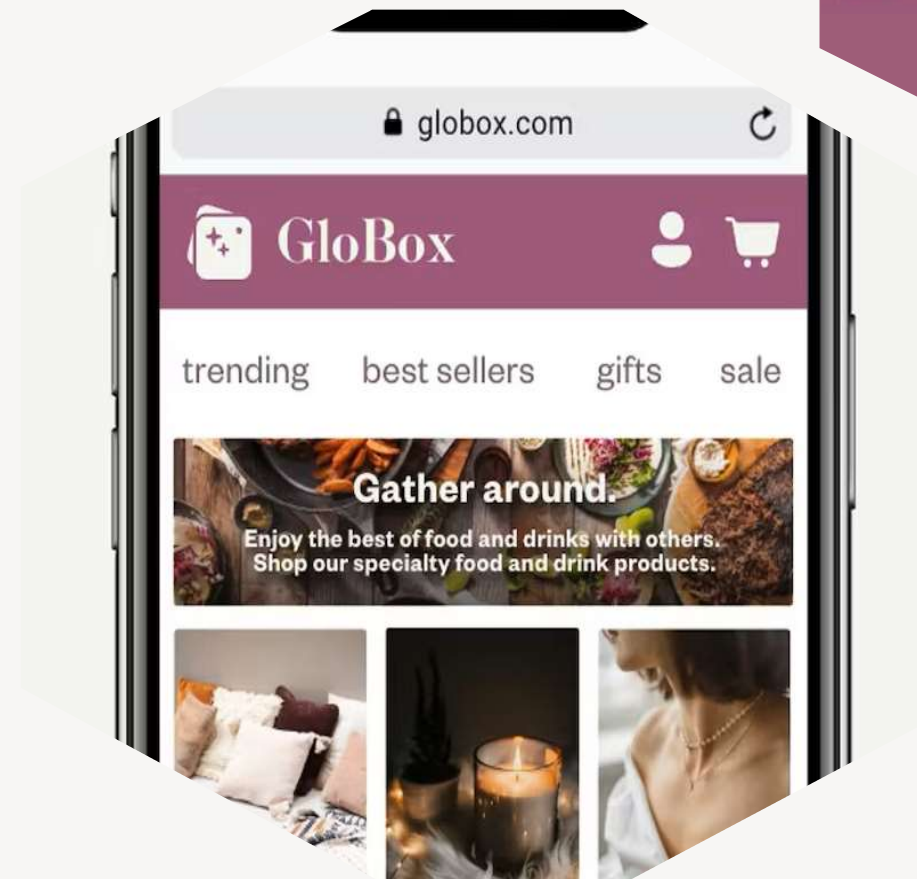
B

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User Demographics

A quick overview of our users considering 3 categories:

- Mobile device used
- Gender Identification
- Country

Rate of Converted Users   %
Average Spent by Each User $

Average Spent per User in each Group

CONTROL (A)

TREATMENT (B)

$2.31
Avg Spent by Android users
$34,814.47
Total Spent by Android users
15,054
Total Android Users

$2.47
Avg Spent by Android users
$37,567.90
Total Spent by Android users
15,235
Total Android Users

$5.07
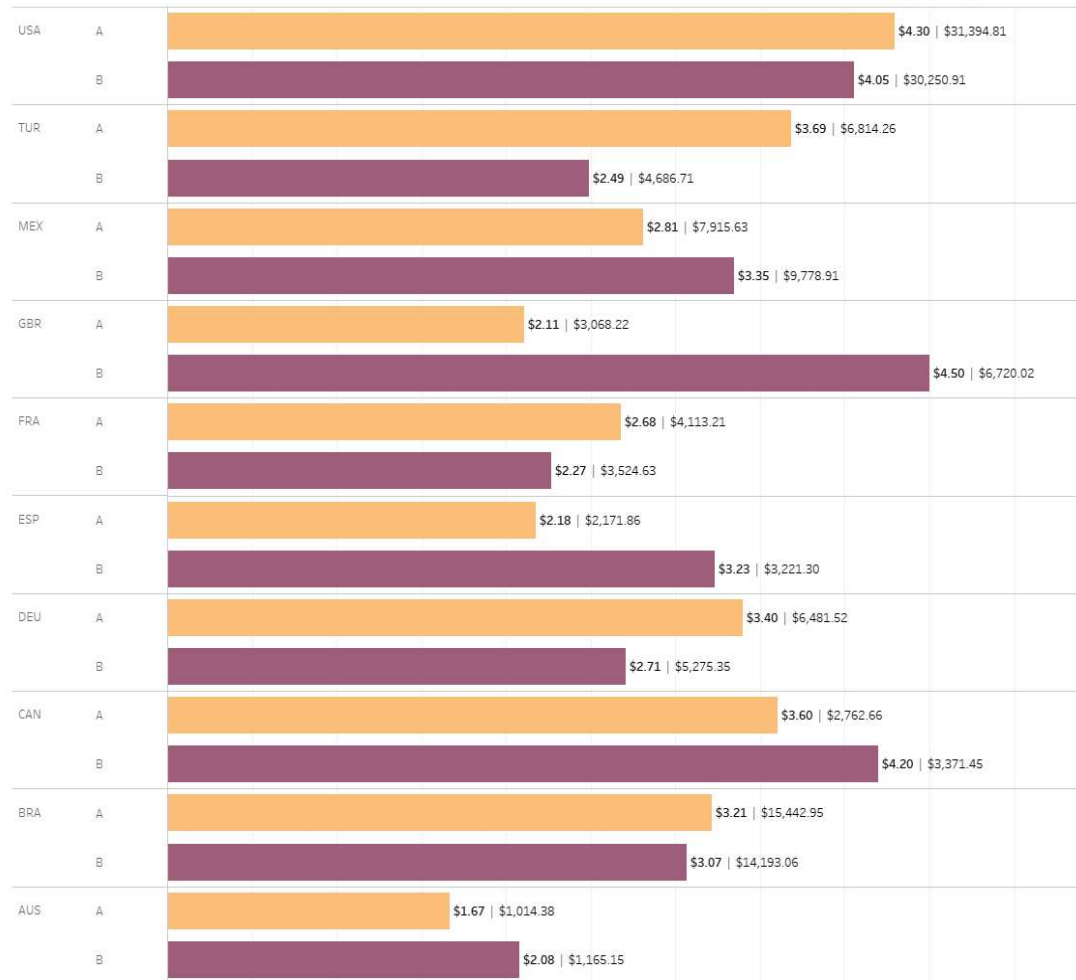Avg Spent by iOS users
$46,370.33
Total Spent by iOS users
9,142
Total iOS Users

$4.92
Avg Spent by iOS users
$45,339.32
Total Spent by iOS users
9,218
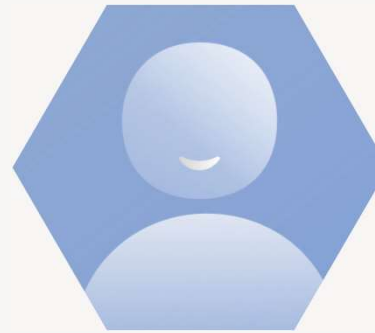Total iOS Users

808 Other Users
AVG Spent: $2.77
TOTAL :$2,236.01

861 Other Users
AVG Spent: $2.77
TOTAL :$2,384.96

10,054 Male Users
AVG Spent: $2.25
TOTAL :$22,616.23

10,235 Male Users
AVG Spent: $2.60
TOTAL :$26,616.95

10,069 Female Users
AVG Spent: $4.46
TOTAL :$44,936.24

10,061 Female Users
AVG Spent: $4.13
TOTAL :$41,551.12

Average Spent | Total spent

Country	Group	Average Spent	Total spent
USA	A	$4.30	$31,394.81
USA	B	$4.05	$30,250.91
TUR	A	$3.69	$6,814.26
TUR	B	$2.49	$4,686.71
MEX	A	$2.81	$7,915.63
MEX	B	$3.35	$9,778.91
GBR	A	$2.11	$3,068.22
GBR	B	$4.50	$6,720.02
FRA	A	$2.68	$4,113.21
FRA	B	$2.27	$3,524.63
ESP	A	$2.18	$2,171.86
ESP	B	$3.23	$3,221.30
DEU	A	$3.40	$6,481.52
DEU	B	$2.71	$5,275.35
CAN	A	$3.60	$2,762.66
CAN	B	$4.20	$3,371.45
BRA	A	$3.21	$15,442.95
BRA	B	$3.07	$14,193.06
AUS	A	$1.67	$1,014.38
AUS	B	$2.08	$1,165.15

Results of A/B test

- Slightly higher user conversion with the banner

- Similar Spending values (no change)

- Unable to determine if the banner will continue to generate conversions, or if it was just the novelty effect of a new website feature

- Gender and Operating System have a clear revenue gap to be explored…

Recommendations

Reduced Cost

No negative influence on user experience

Significant enough increase in conversion

- No clear insights on prolonged banner efficiency

- Android users below-average spending

- Female users almost double that of males, spend practically twice as much per user

- English Speaking Countries = considerably higher spending
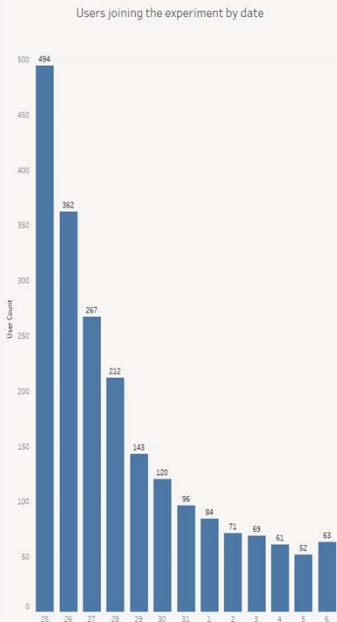
Re-run Experiment for a longer period

Categorize Returning Users vs New Users

Clearly define minimum necessary values for change to be significant

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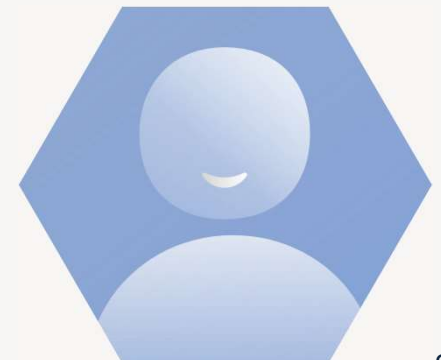
In-Depth Analysis
(see the full report in your e-mail)

Users joining the experiment by date

Average time to convert

days to convert		
0-1 days	A	746 users
	B	902 users
1 day	A	44 users
	B	66 users
2 days	A	45 users
	B	49 users
3 days	A	43 users
	B	42 users
4 days	A	40 users
	B	38 users
5 days	A	29 users
	B	31 users
6 days	A	8 users
	B	11 users

Daily number of Users Joining Group B
vs
Daily number of Group B Users converting
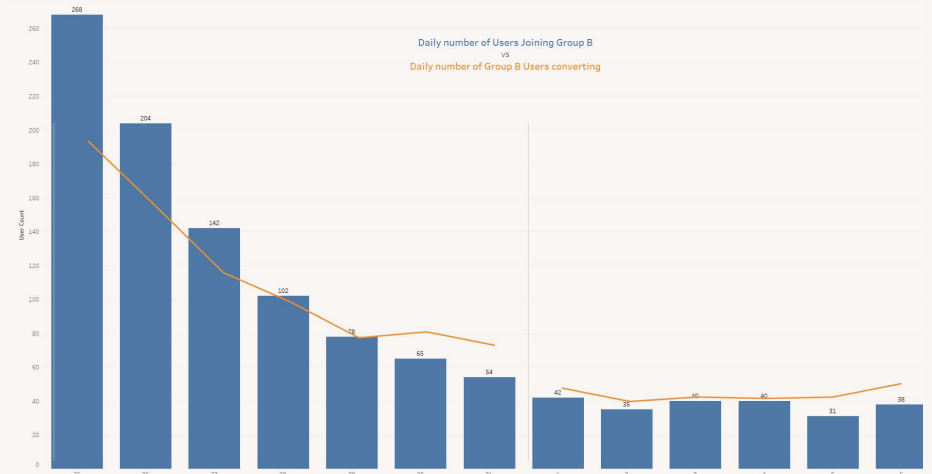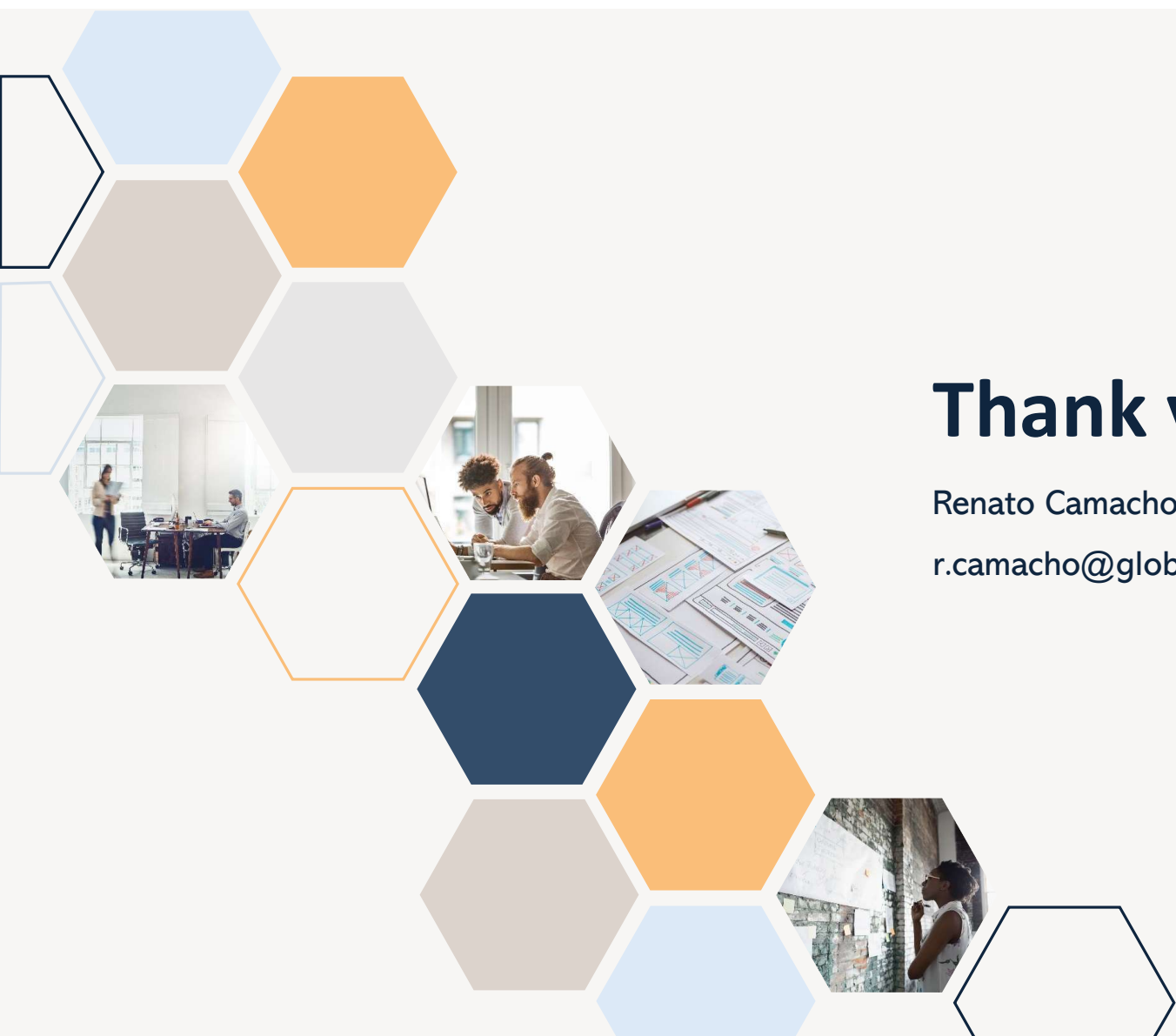
Thank you

Renato Camacho

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