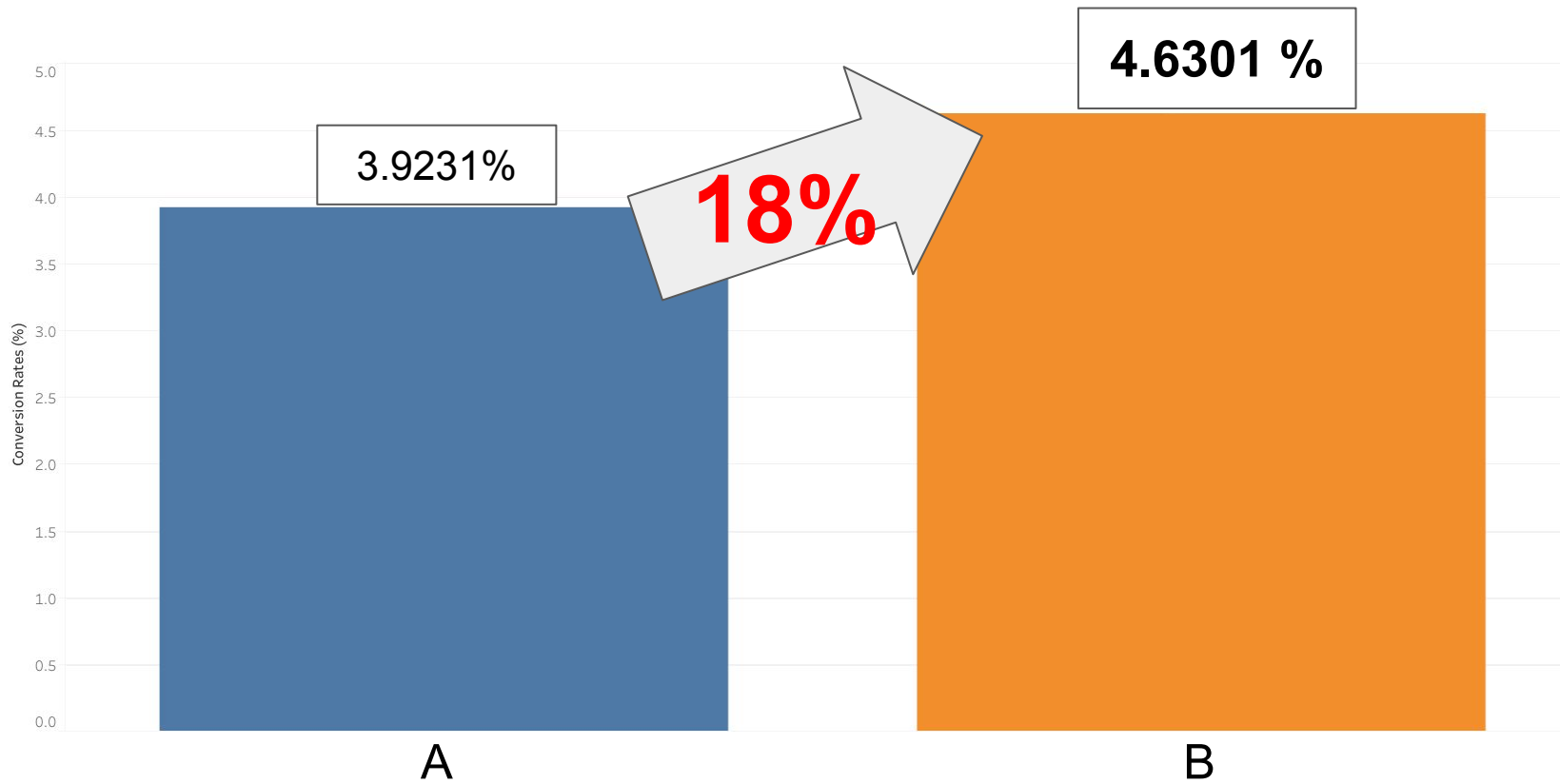


A / B Test Overview

- Duration: 25.Jan.2023 ~ 06.Feb.2023 (12 days)
- Users: **4,8943** (A: 24,343 / B: 24,600)
- Main Metrics: **Average Amount Spent**
Conversion Rates (CVR)
- Objective: If the new banner featuring food and drink offerings can bring a better performance in the key metrics.

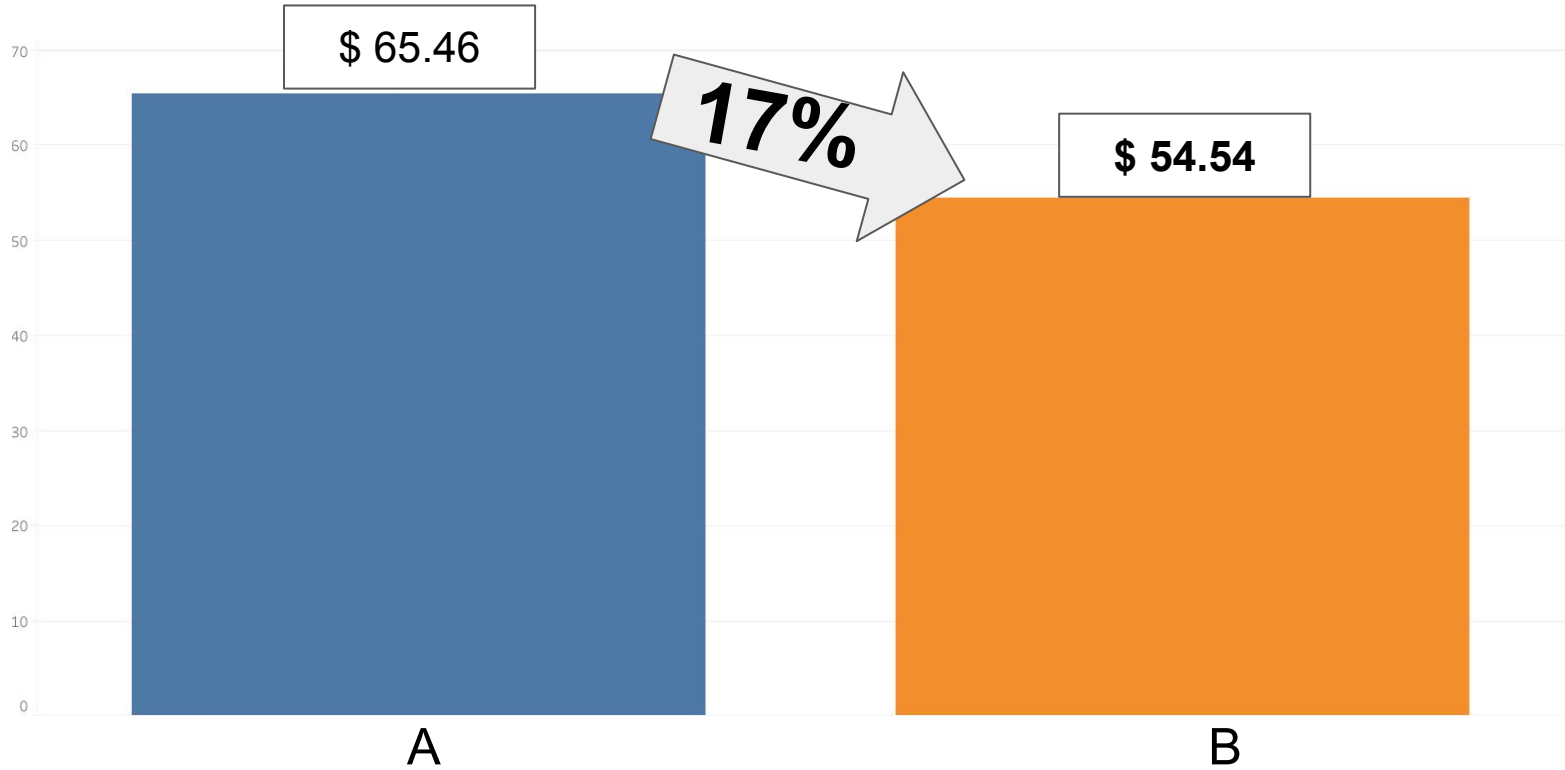
The new experience improved CVR by 18%

with an increase in the Conversion Counts (19%)



Mean Spend showed a **17 %** decrease...

Median value (Average value: 0.5% decrease)



...but, virtually no difference in Total Amount Spent

with roughly the same number of users in each group



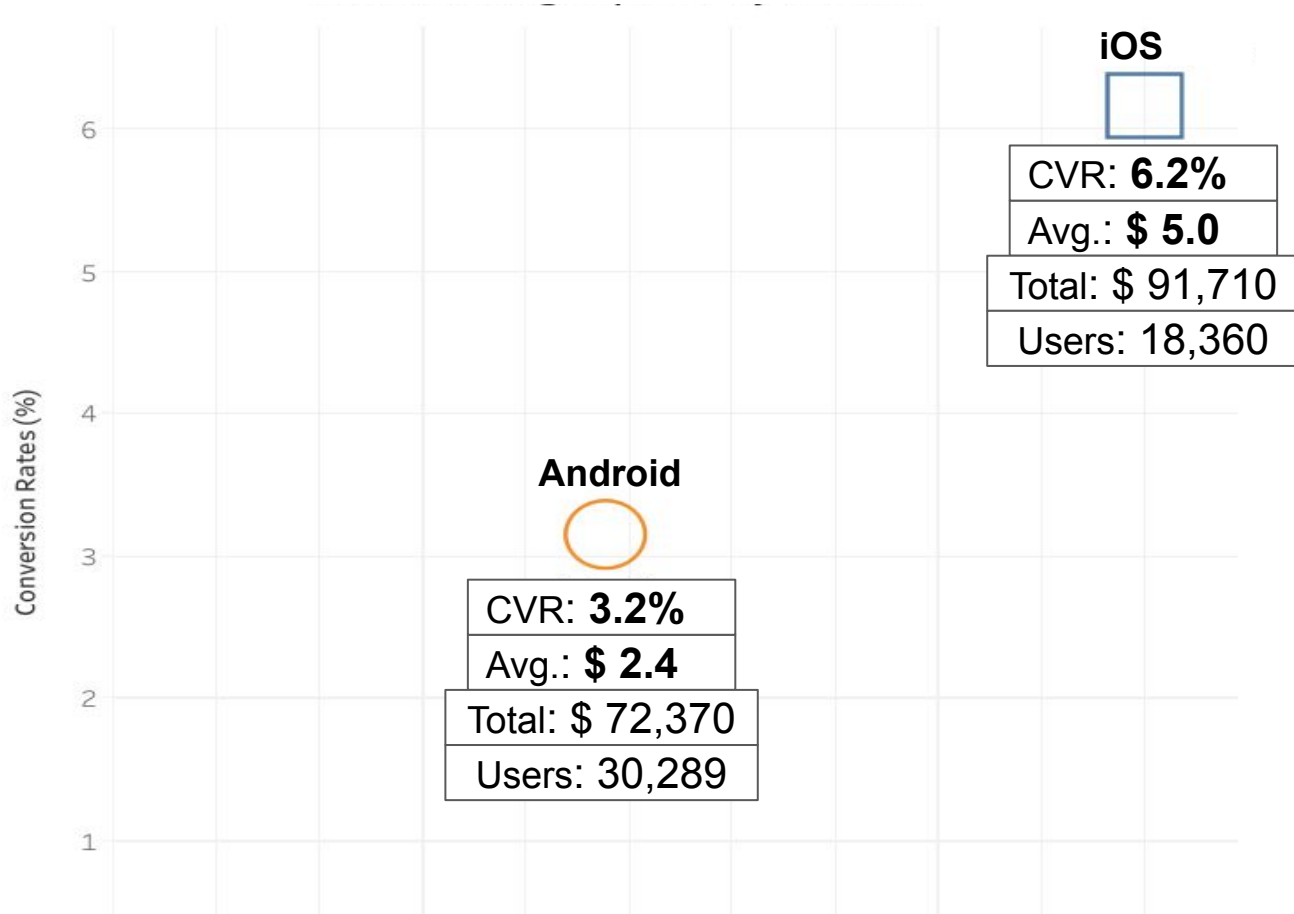
iOS performance was **2 times** better than Android

with fewer users

Device

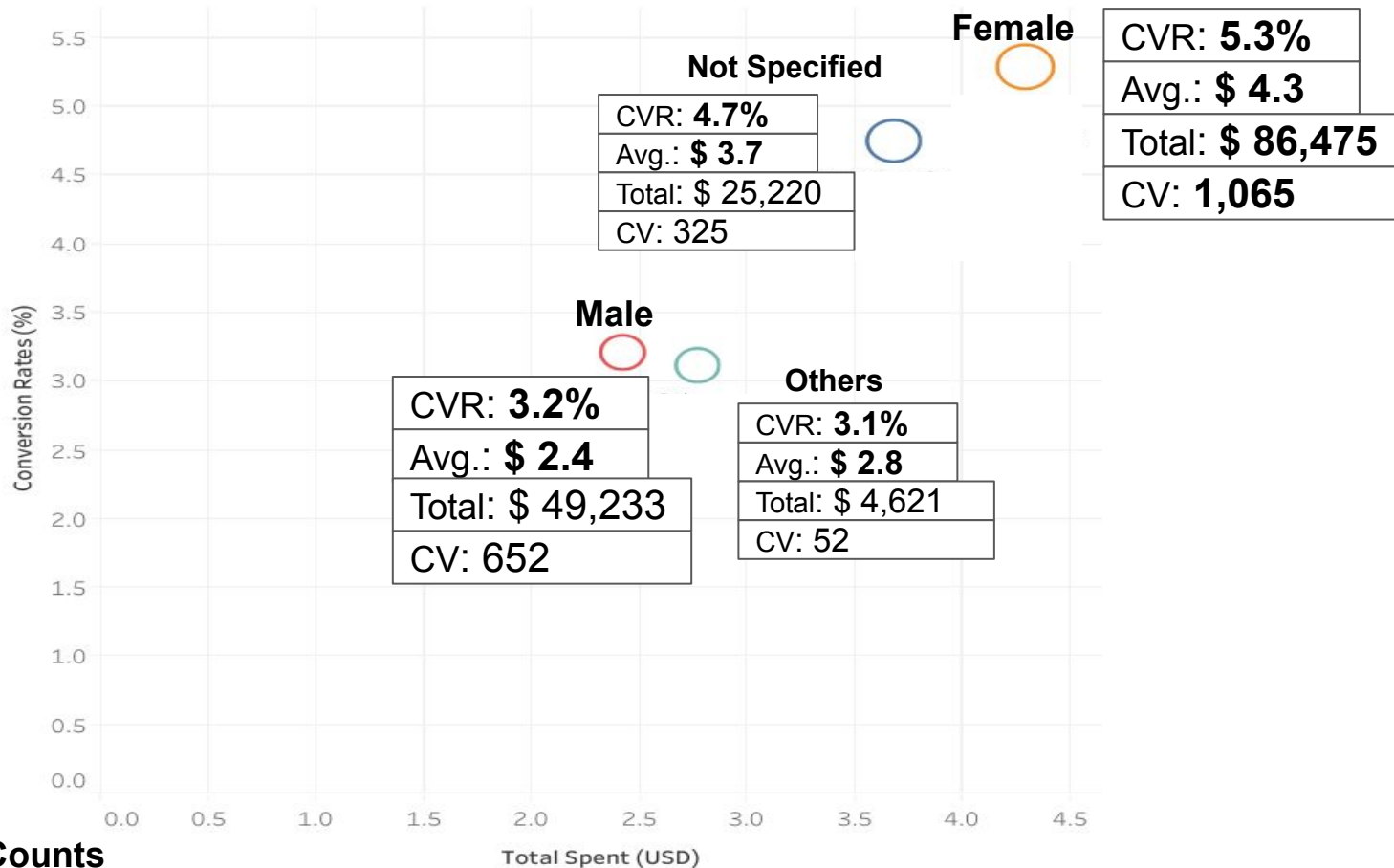
Android

iOS



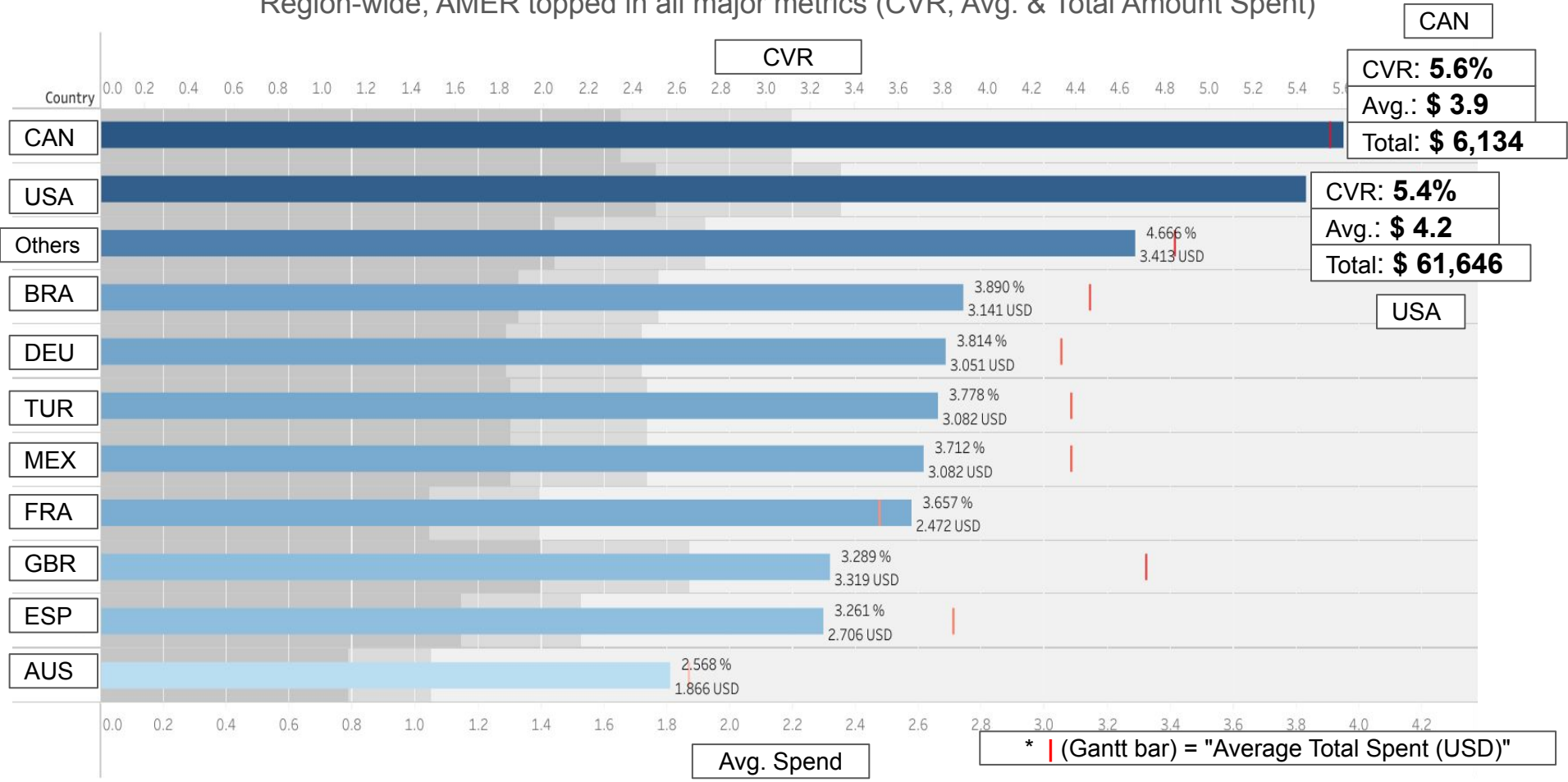
Female users outperformed in **all Test Metrics**

with the same number of users as Male



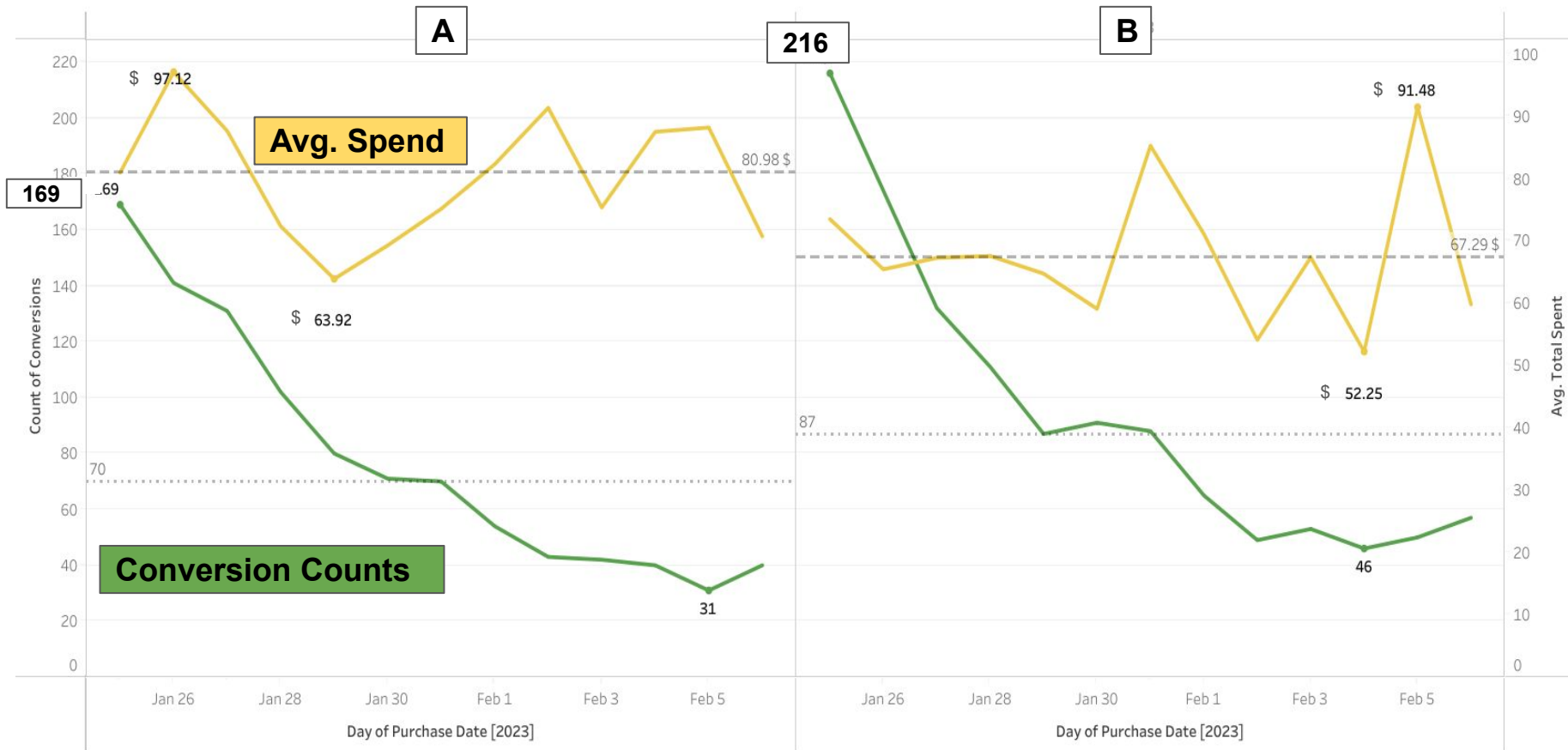
Canada leads in CVR while USA in Avg. & Total Revenue

Region-wide, AMER topped in all major metrics (CVR, Avg. & Total Amount Spent)



Both groups' performance declined gradually over time

Indicates that there must be a common cause for the decay (while the initial CV boost in B is promising)



Key Takeouts

- Significant Growth in CVR, but not so much in the Average Spend
- Clear Winners in Device and Gender comparisons (iOS & Female)
- Both groups struggled over time

Recommendations

Launch the new banner across the platform

and

Optimize user experience for a more substantial increase in average spending.

*Details in the report