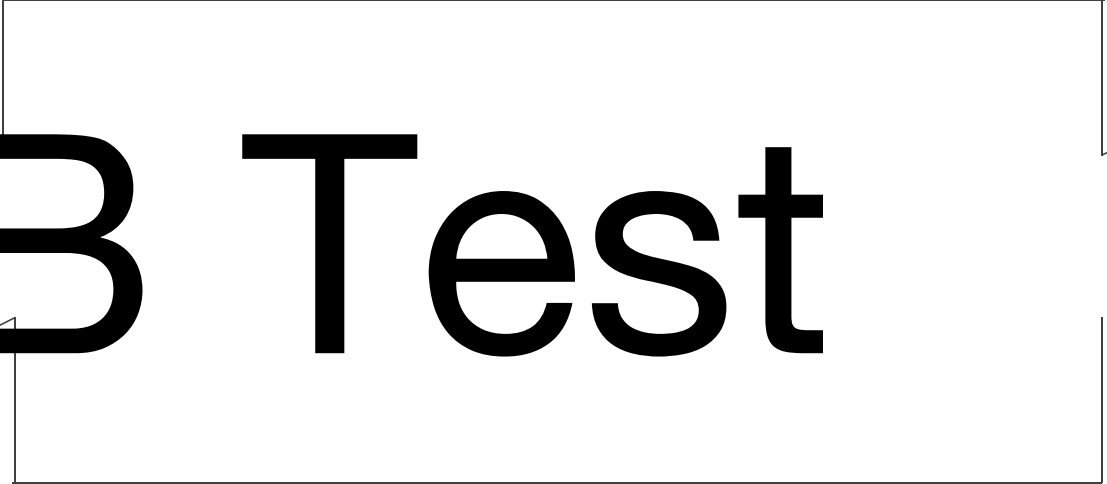


AB Test



Test description

Two different designs were launched for two different groups: a design with a reduction and a design without a reduction.

Control group (Group A): Clients downloaded a live screen with a subscription offer.

Test group (Group B): Customers could change the screen with a subscription offer, which increases the reduction by 50%. In the mobile window, the customer could click on the screen with a subscription to promote the current premium subscription for the same price of \$4.99, otherwise it is shown as a 50% discount.

Test hypothesis

The reason for conducting the test: to determine whether the conversion rate will increase if we present a subscription as one that is paid at a 50% discount.

Current conversion: 5.78%

$$34\% * 17\% / 100 = 5.78\%$$

The result to be awaited: An alternative design to the subscription screen, which notifies customers about the 50% discount, increases the conversion (hundreds of customers who buy a subscription) is equal to the exact design by 20%, resulting in a new conversion rate - approximately 7.056%.



Results

The number of users in groups A and B, respectively

Group A = 10013

Group B = 9985

The number of conversions in groups A and B, respectively;

Group A = 611

Group B = 889

The conversion rate in groups A and B, respectively;

Group A = 0.061021 = 6.1 %

Group B = 0.089034 = 8.9 %

The start date and end date of the test, as well as the duration of the test in days

First_date = 2023-07-03 01:42:34.033708

Last date = 2023-07-25 01:41:19.152664

Duration = 22

Results

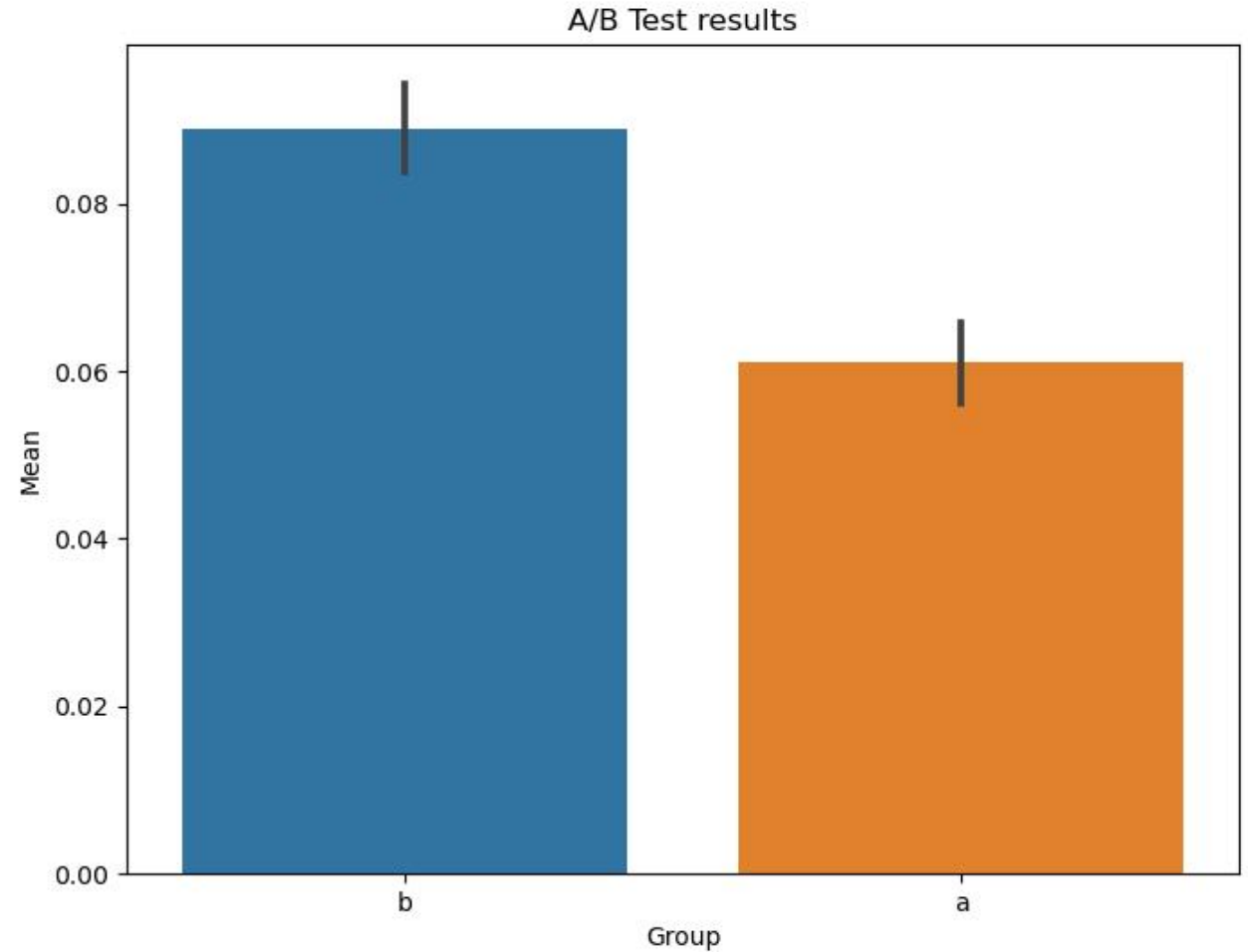
Conversion in group B became 8.9%, which is 2.8% higher in comparison to conversion in group A.

Also, the new model of the landing page, led to an increase in conversion by 45.90%, while 20% was expected

visualization to equalize the mean values in groups with 95% confidence intervals

According to the results of the analysis, group B has a significantly higher average conversion rate in comparison to group A.

Therefore, it can be concluded that the change in test group B leads to an improvement in conversion compared to control group A.



TEST RESULTS

The specified test results (Student's t-test, permutation test, and Chi-square test) has revealed a statistically significant differences between groups, which confirms that changes can have an impact on conversion.



It is recommended to make the following changes:

- a subscription offer priced at \$4.99 with an alternative screen design that displays a 50% reduction.

This may result in an increased conversion and increase gross revenue from the subscription offer.