# GloBox - *A/B Test*

**Should we launch the banner ? “**

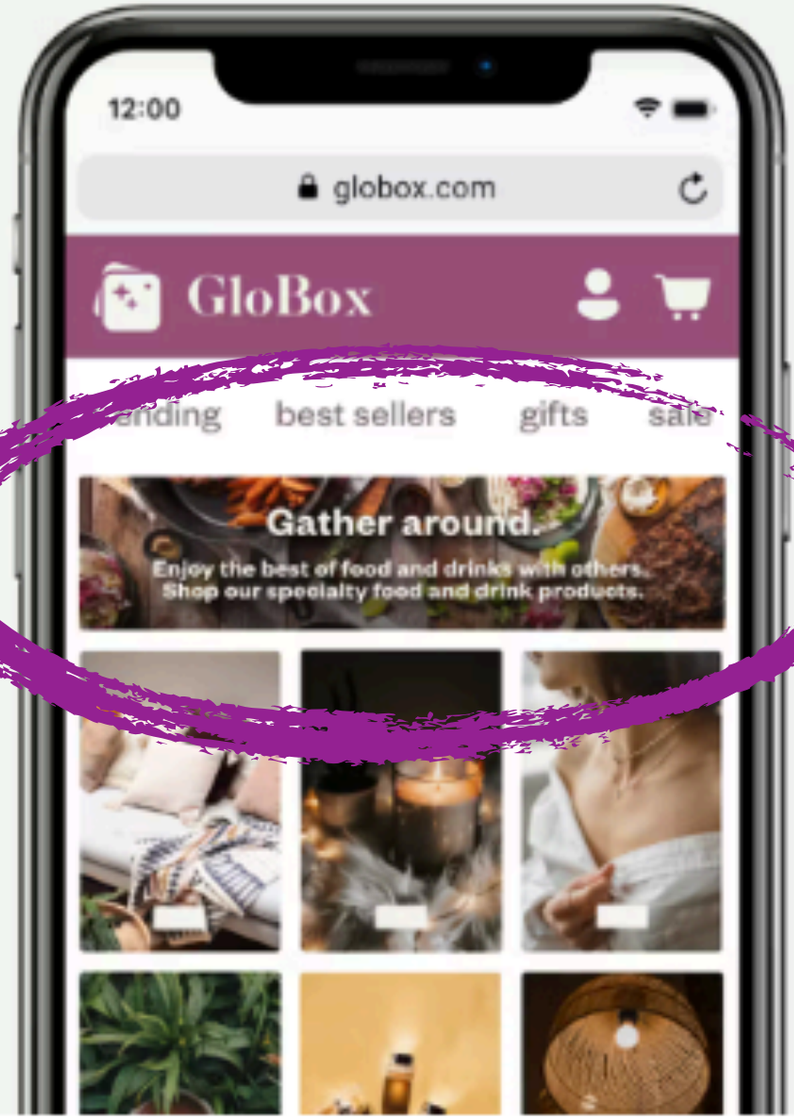
# A Banner for the Treatment Group

Group A: Control

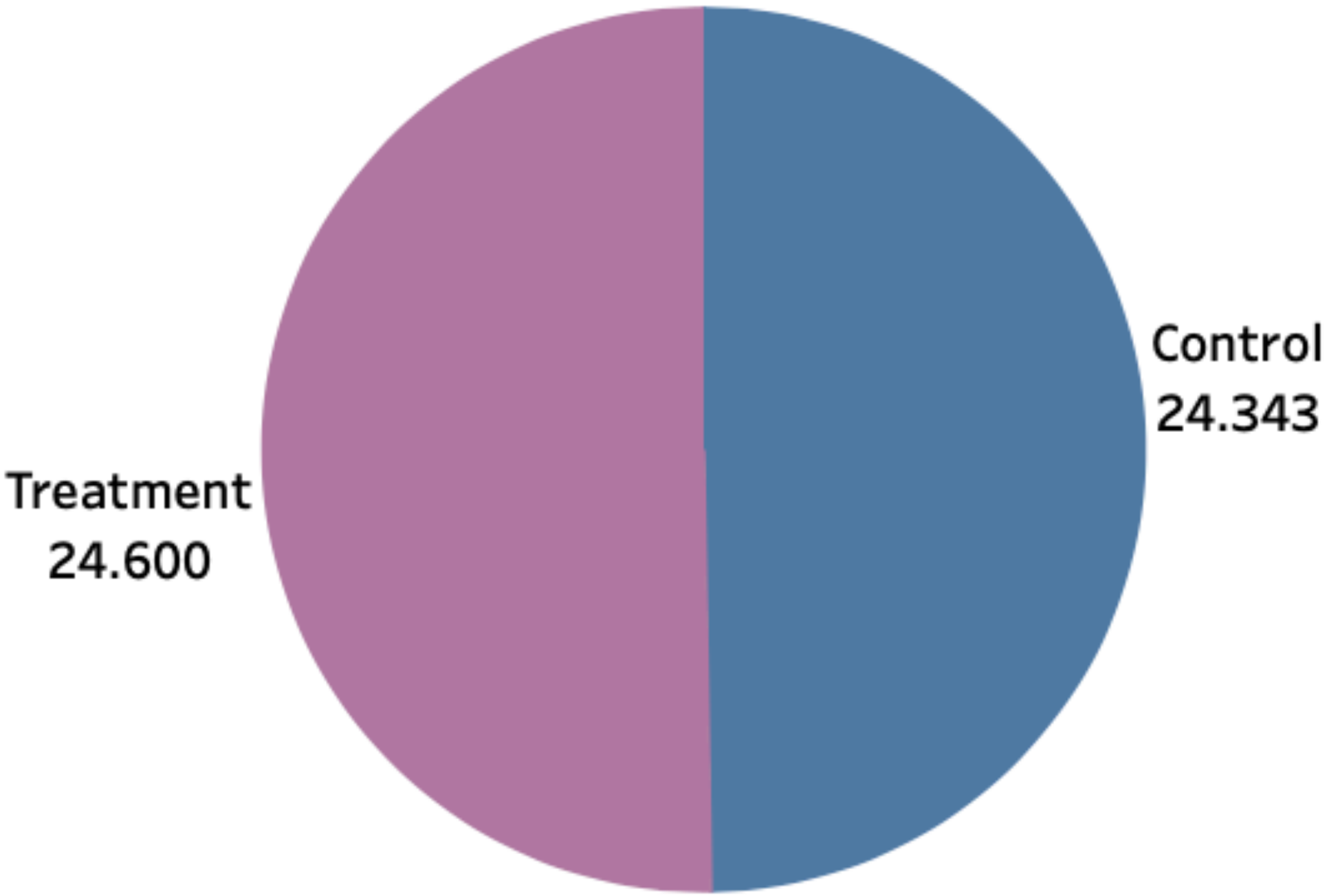
existing landing page

Group B: Treatment

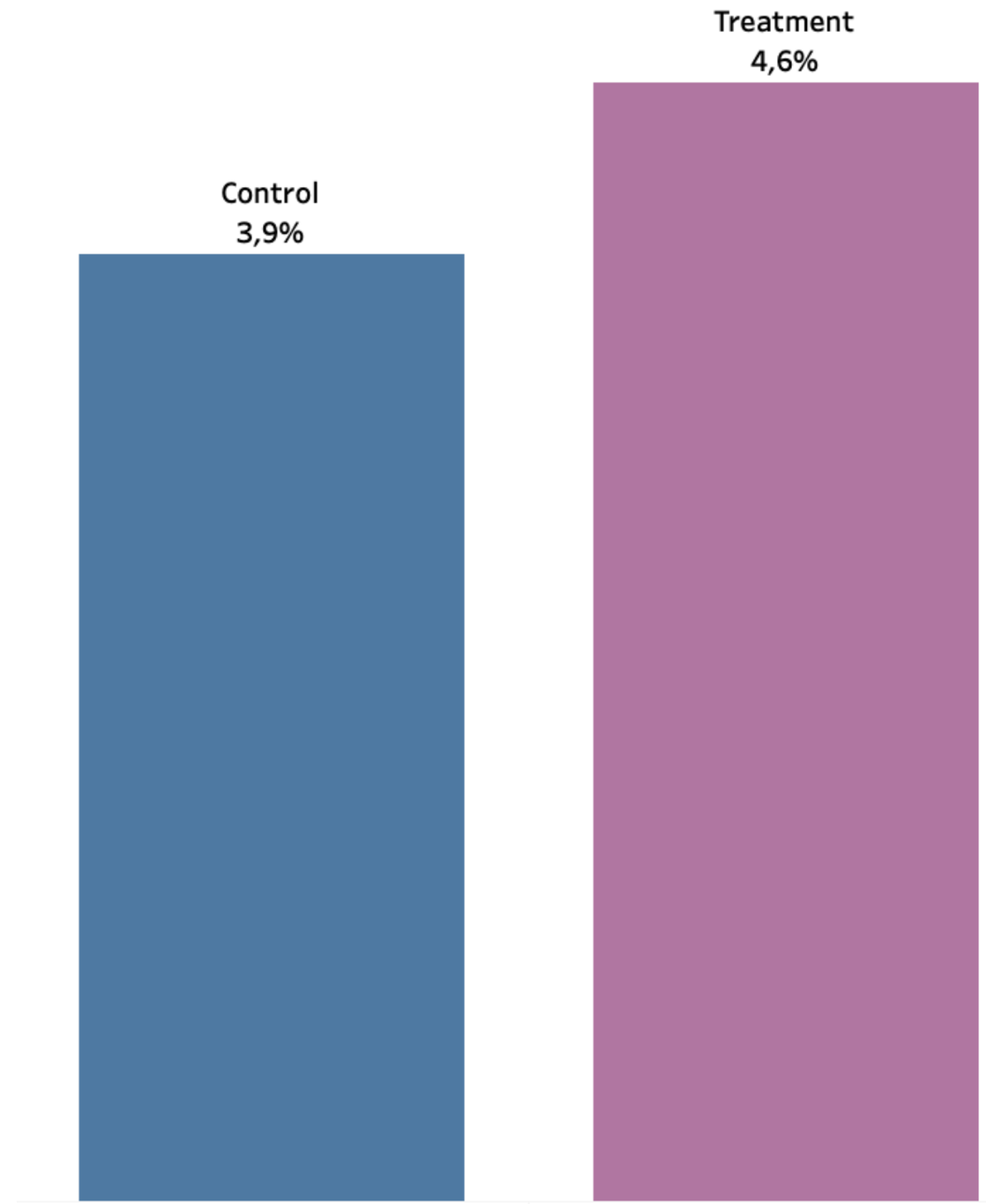
landing page with food & drink banner



# 48.943 Customers



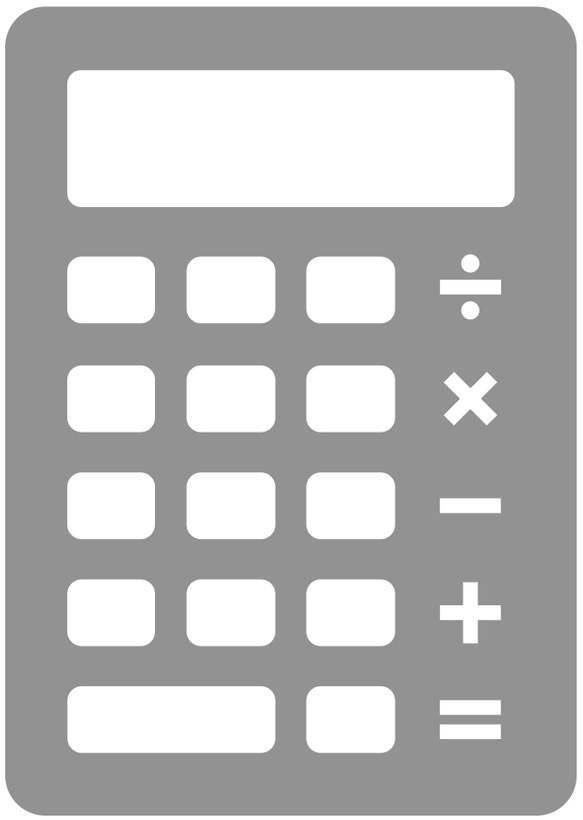
# Conversion Rate + 0.7%



# Average Amount only 2 Cent

# More customers

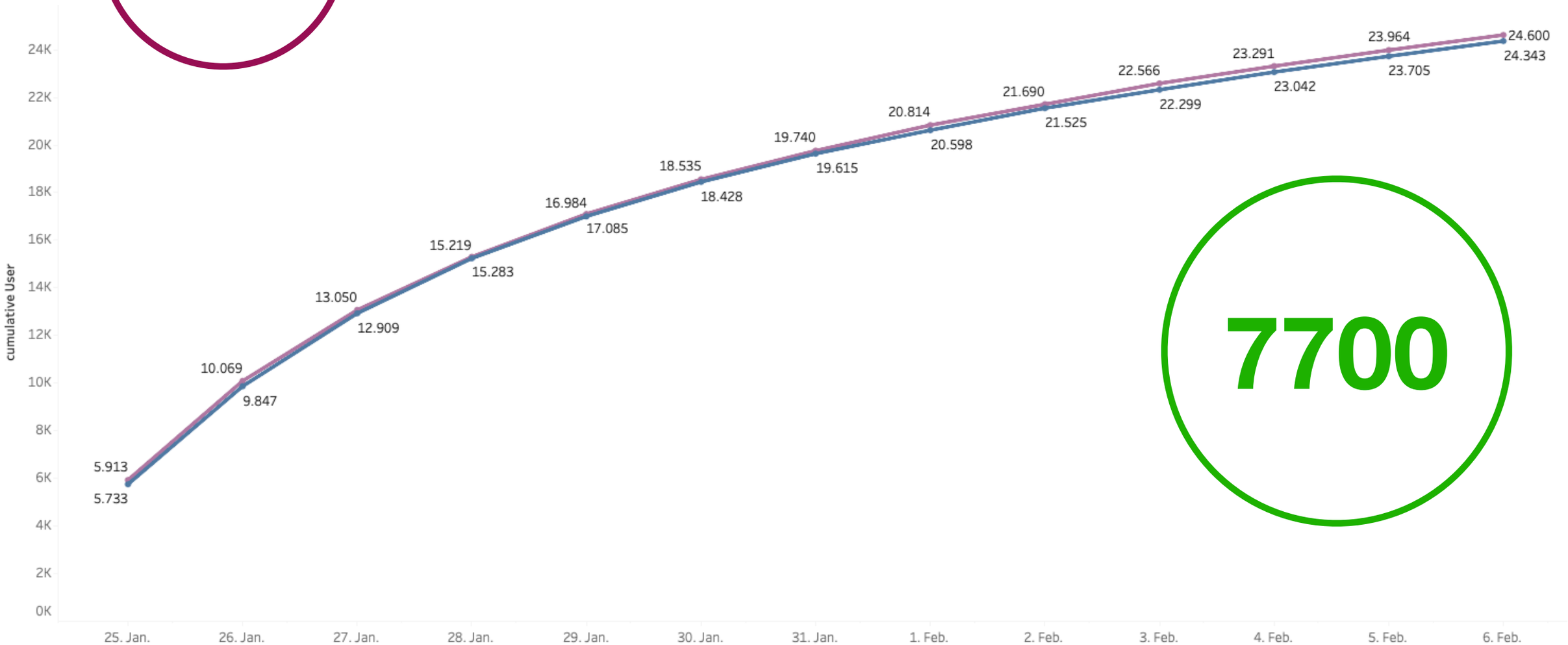
48943



77000

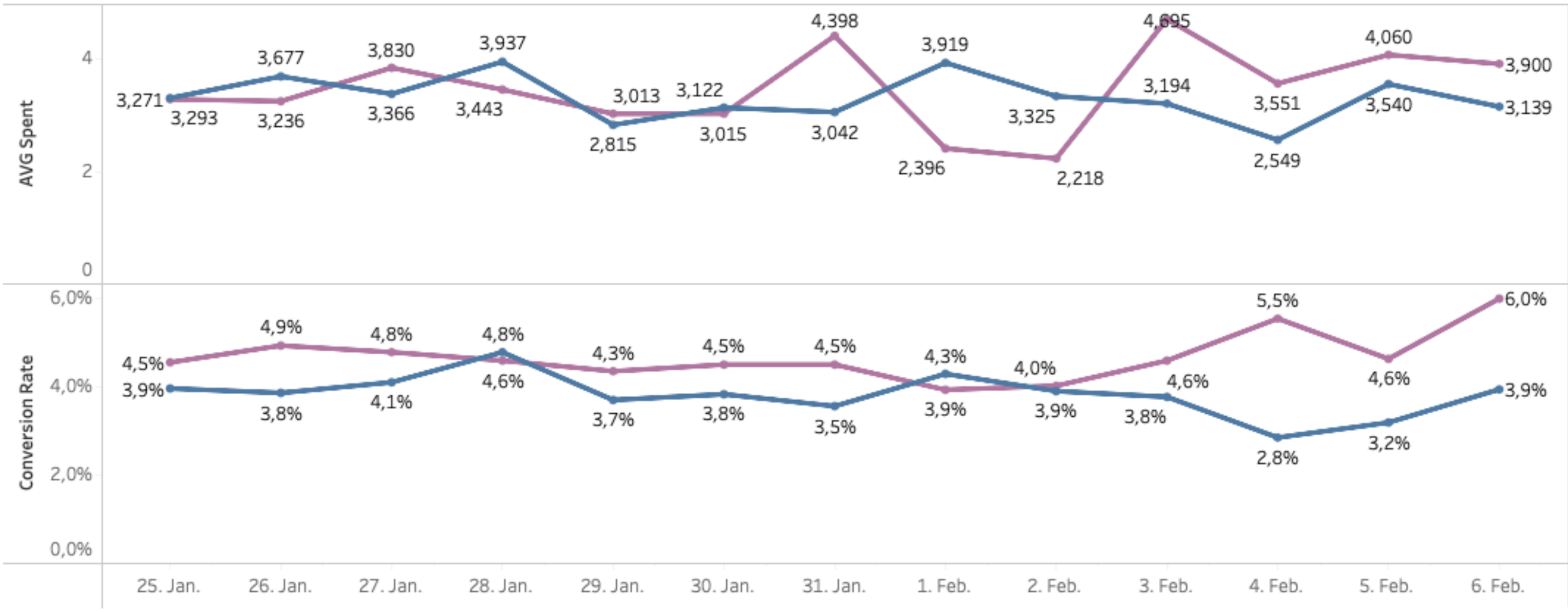
# Do We Need More Days?

**48943**

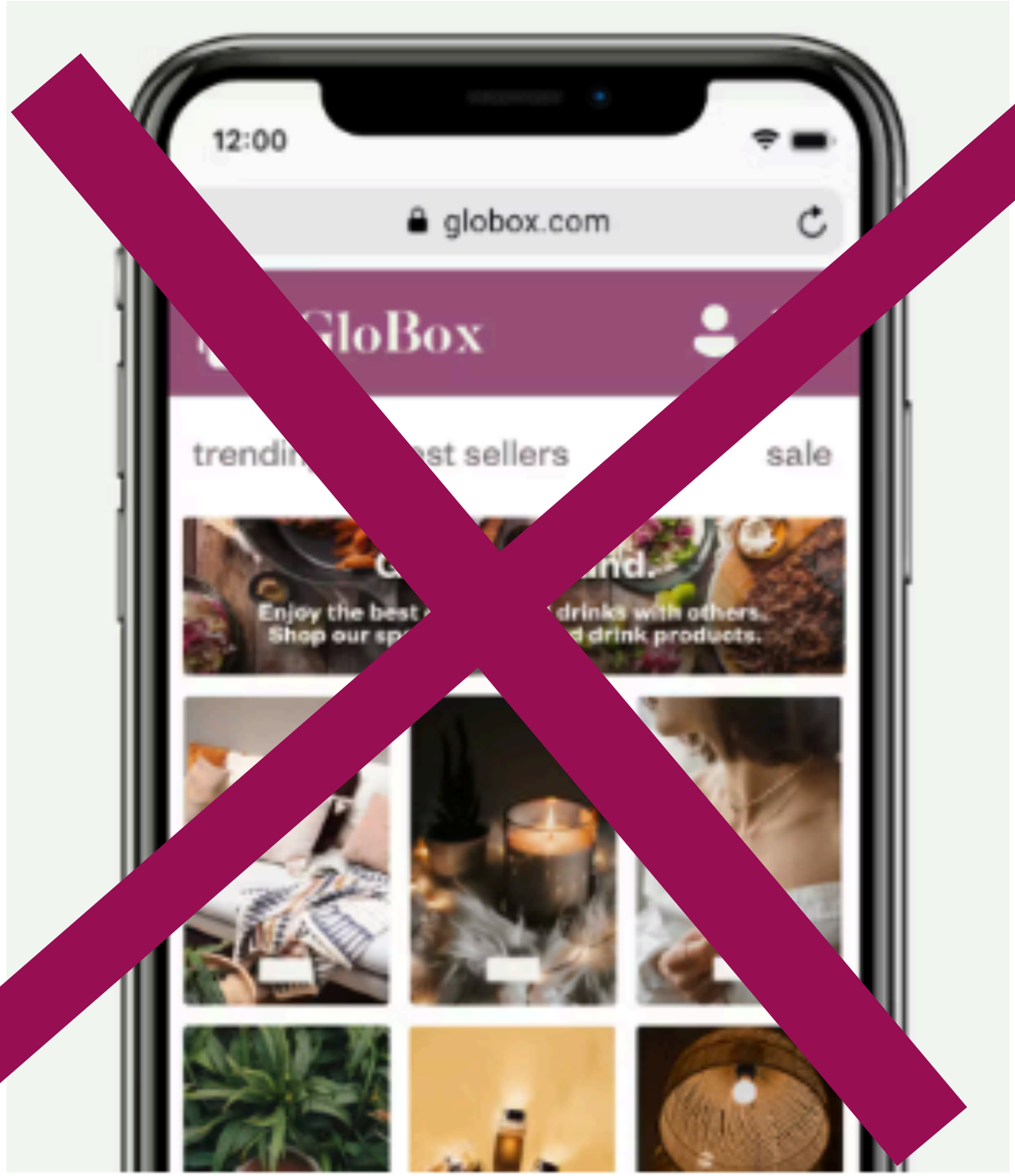



**7700**

# Customer Attraction



# Recommendation: Do not launch



# Questions