
Globox Case Study

Suf Bachar • 04.02.2024

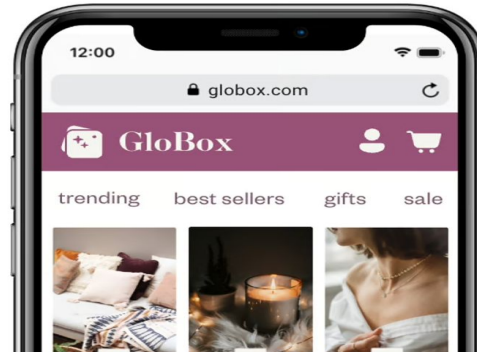


Overview

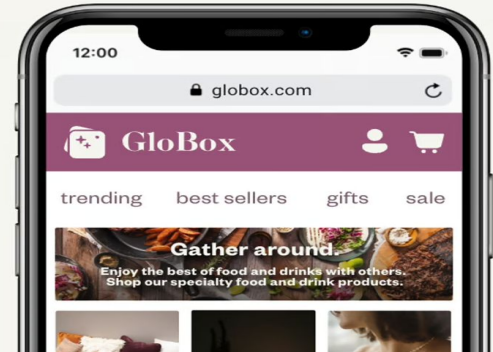
The Question : Did the new food and drinks banner included increased overall revenue ?

What we tested -We tested a new "Gather Around" banner on our Globox app to see if it would increase sales of our specialty food and drink products. We ran the test from January 25th to February 6th, showing it to half of our visitors (48,943 people in total). The other half saw our usual landing page. We compared how many people in each group bought something to see if the banner made a difference.

Group A: Control
existing landing page

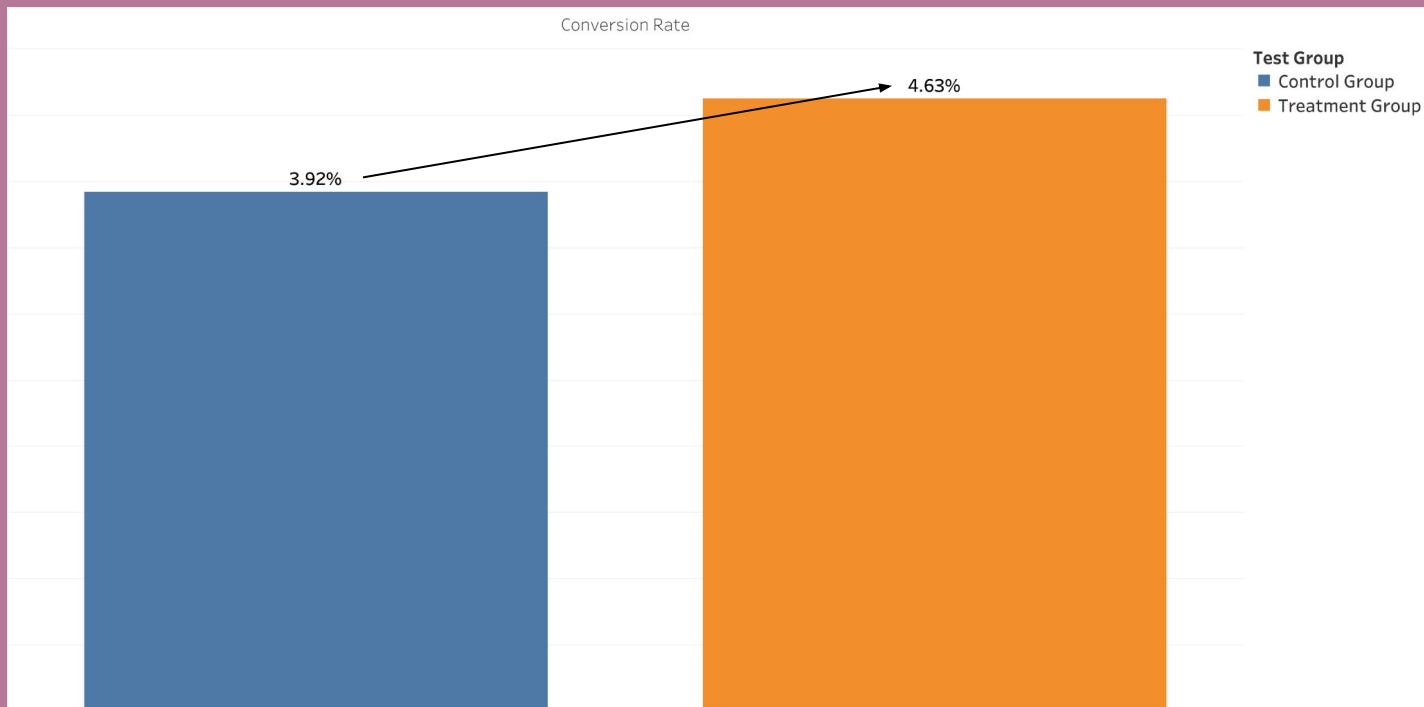


Group B: Treatment
landing page with food & drink banner



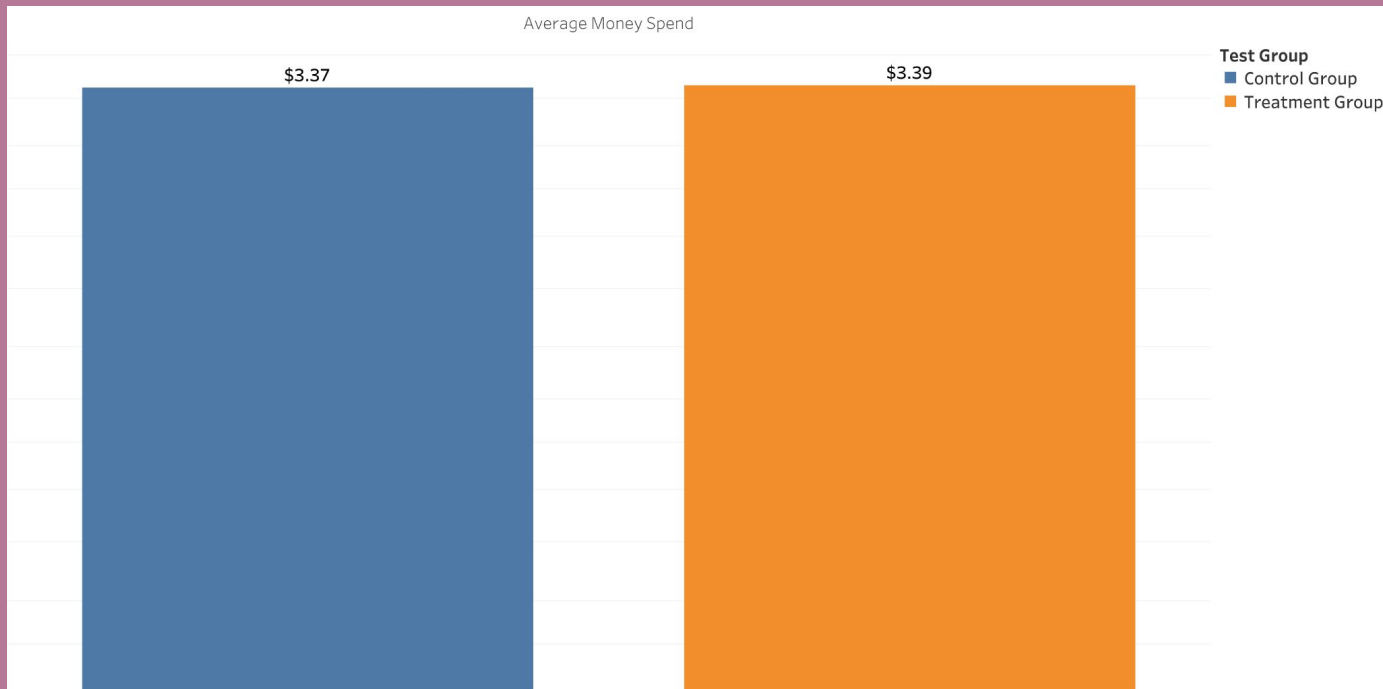
Results - Conversion Rate

Only 0.71%



Results - Average Money Spend

Only 0.02\$ Increase In Average Revenue



Conclusions

Conversion Rate - Small Increase

we see a small increase in the conversion rate (3.92% vs 4.63%)

Average Money Spend - No Significant Impact

A not so significant change in average revenue per user (3.37\$ vs 3.39\$)

Total Conclusion - Insignificant Increase

Considering the facts based on the data, with an increase of conversion rate we need to see also a significant increase in overall revenue (presented by average money spend), therefore be considered for permanent implementation on the Globox app, Treatment Group B requires a minimum of 5% increase in average purchase amount (3.54%) compared to Control Group A.

My Recommendation

- Test for a longer period of time in order to see a more significant impact on those parameters and check for other variables that should increase probability for higher revenue.
 - Try a couple of design changes and check which performs better on different audiences - maybe see if american clients like something different than european clients of the product and try to aim for a more dynamic way of action.
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Next steps

1

Consider alternative launch strategies: Instead of a full launch, consider a gradual rollout to a smaller segment of users to learn more about its impact before wider deployment.

2

Segment data: Analyze conversion rates and amount spent for different user segments. Were there specific groups who responded better to the new banner?

3

Track revenue and profitability: Monitor real-world data after launching the banner to see if the increased conversion actually translates to higher revenue and profitability.
