
Globox Case Study

Suf Bachar • 04.02.2024

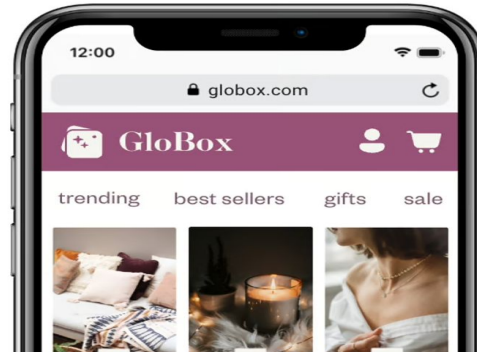


Overview

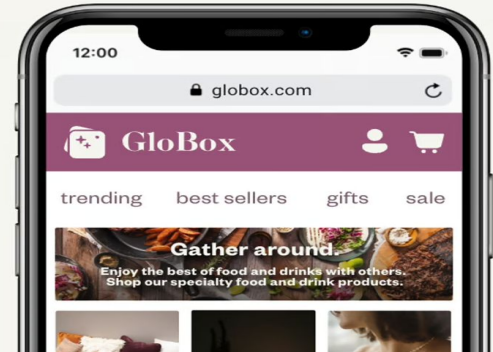
The Question : Did the new food and drinks banner included increased overall revenue ?

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

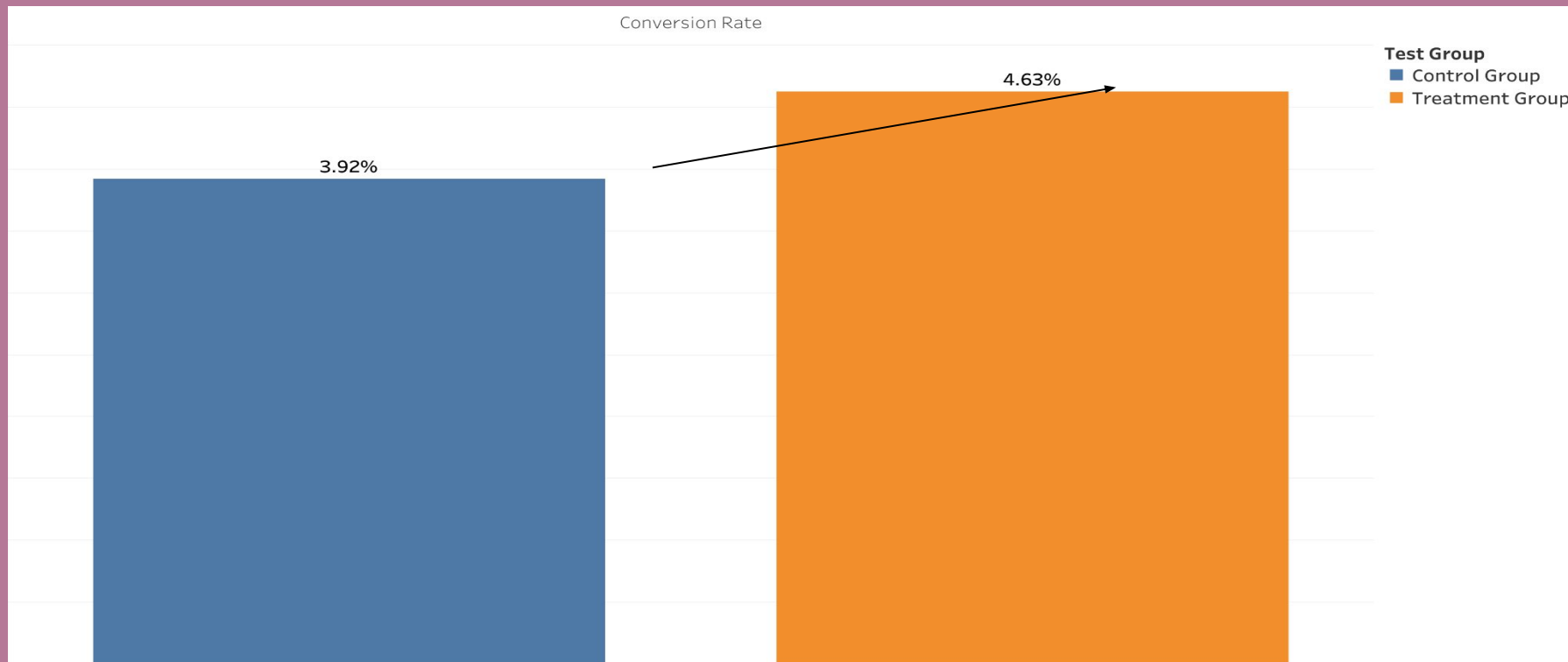


Group B: Treatment
landing page with food & drink banner



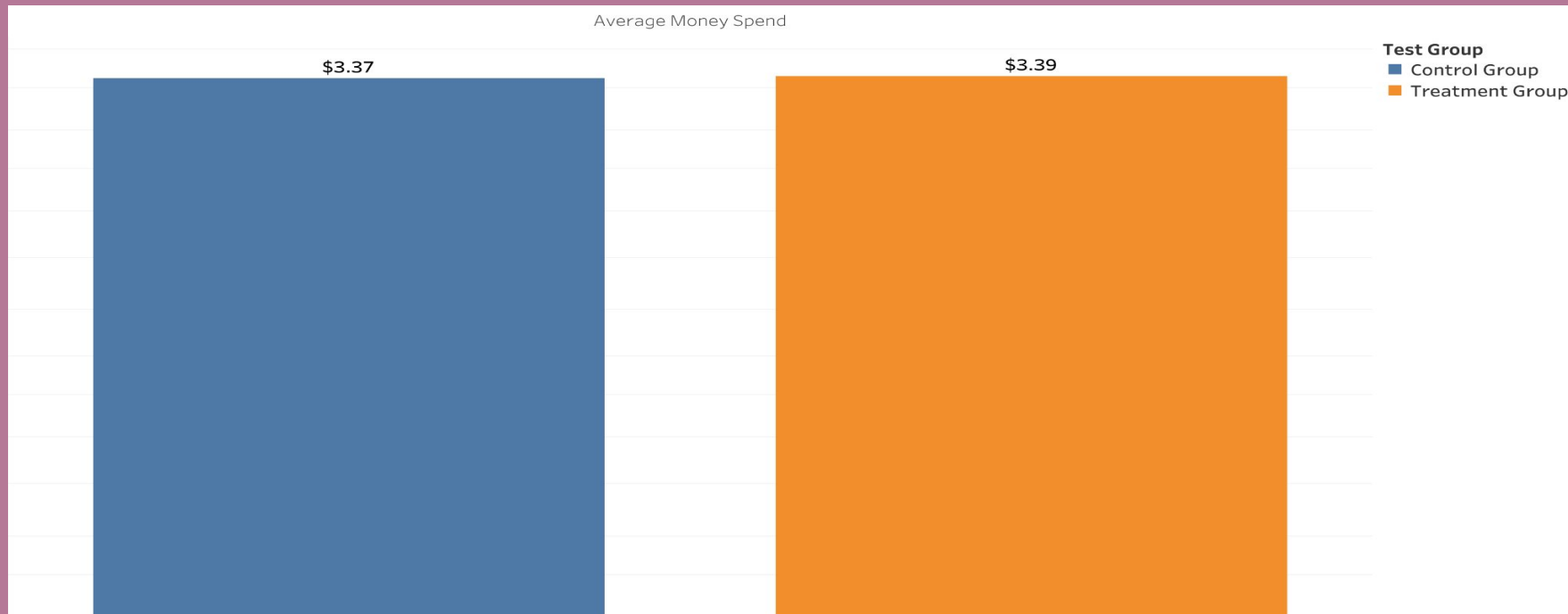
Results - Conversion Rate

Only 0.71%



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

Treatment Group B drove more conversions, but the average purchase bump wasn't strong enough (3.54% increase needed at least 5%). We need a bigger average spend lift to justify a permanent change.

My Recommendation

Recommendation for Further Testing:

1. **Extend the Test Duration:** Gather more data by running the test for a longer period. This will help us assess a potentially larger impact on conversion rates and revenue.
 2. **Refine Design for Audience Segments:** Explore design variations that target specific user segments, such as American vs. European clients.
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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

Analyze conversion rates and spend for different user segments.

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.
