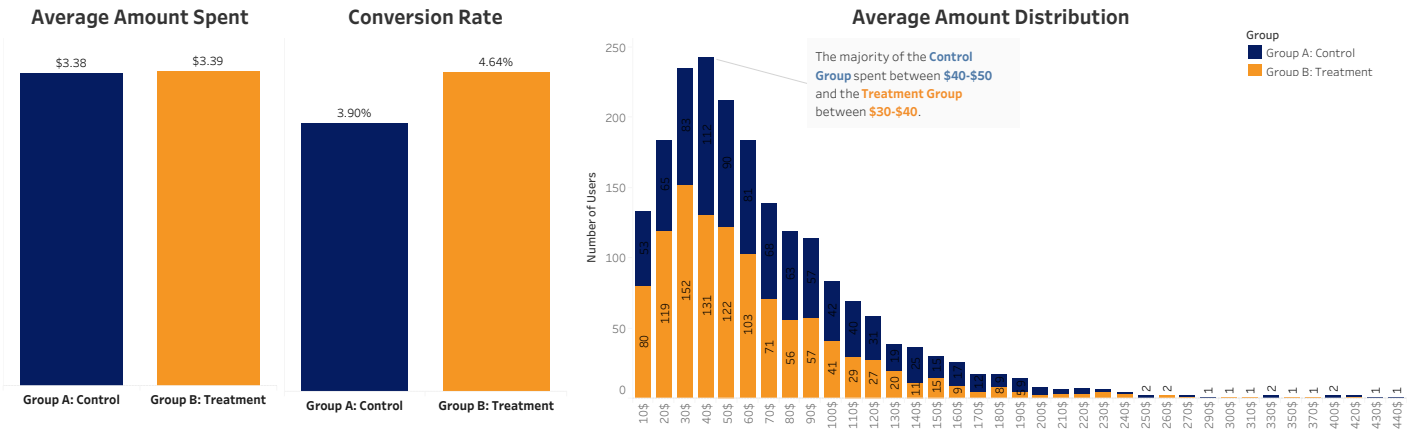


GloBox A/B Test

Average Amount Spent & Conversion Rate	Groups vs Genders	Groups vs Device model	Countries & Regions	Novelty Effect	Confidence Intervals
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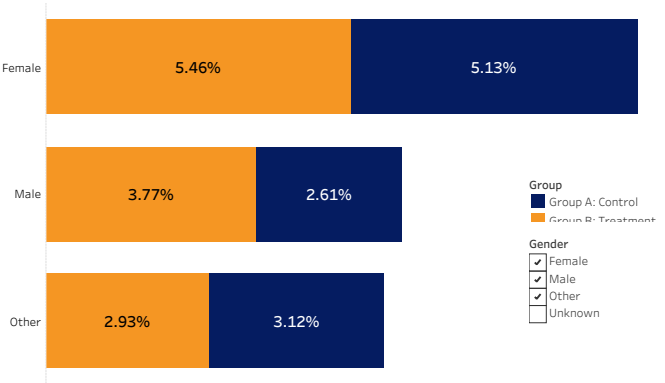
GloBox A/B Test

Average Amount Spent & Conversion Rate	Groups vs Genders	Groups vs Device model	Countries & Regions	Novelty Effect	Confidence Intervals
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Average Amount Spent



Conversion Rate



Group

Group A: Control

Group B: Treatment

Gender

☒ Female

☒ Male

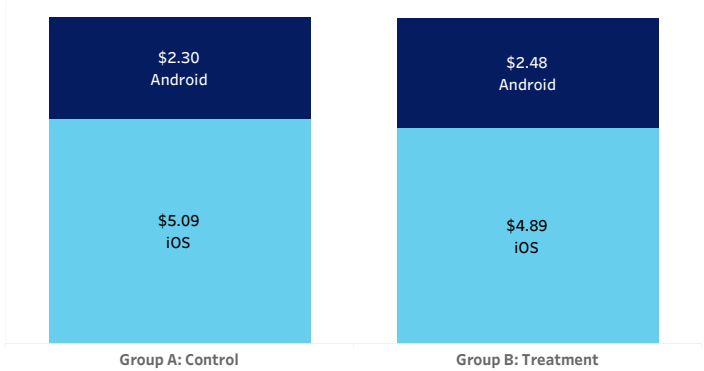
☒ Other

☐ Unknown

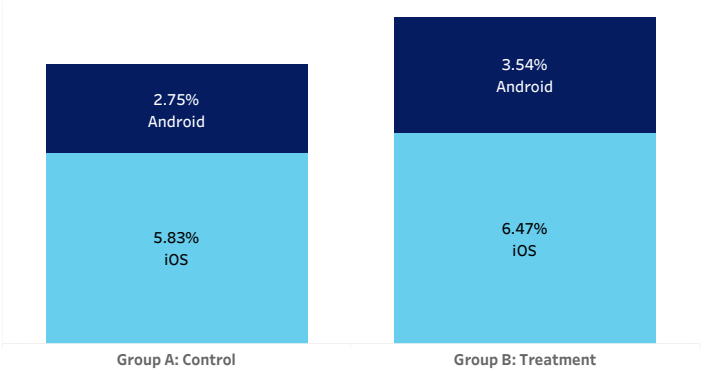
GloBox A/B Test

Average Amount Spent & Conversion Rate	Groups vs Genders	Groups vs Device model	Countries & Regions	Novelty Effect	Confidence Intervals
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Average Amount Spent



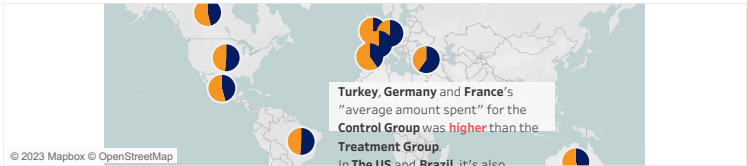
Conversion Rate



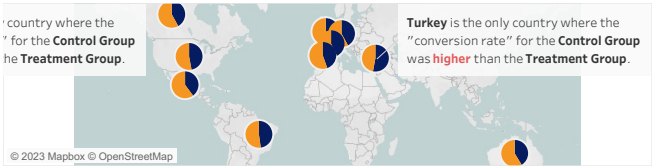
GloBox A/B Test

Average Amount Spent & Conversion Rate	Groups vs Genders	Groups vs Device model	Countries & Regions	Novelty Effect	Confidence Intervals
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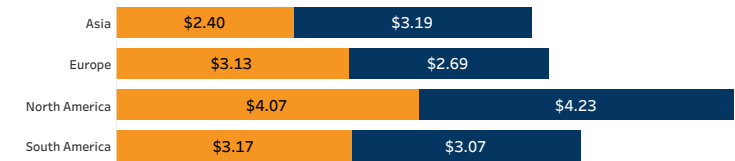
Average Amount Spent by Country



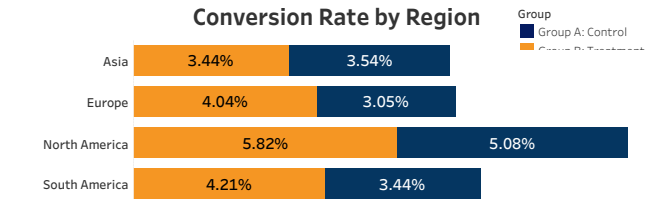
Conversion Rate by Country



Average Amount Spent by Region

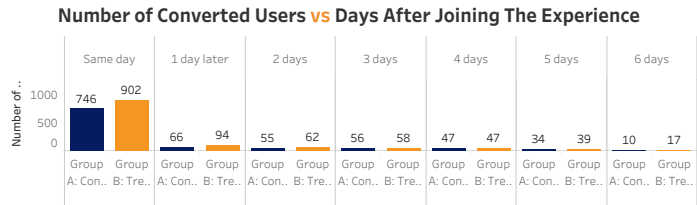
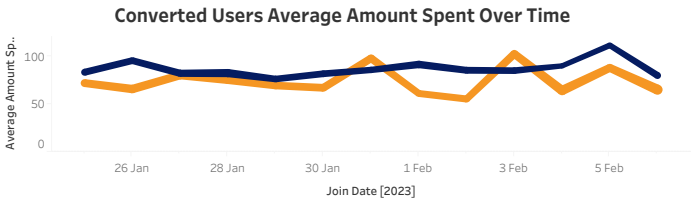
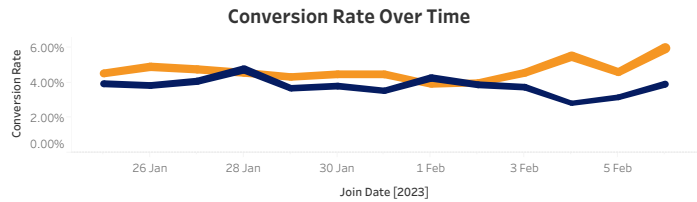
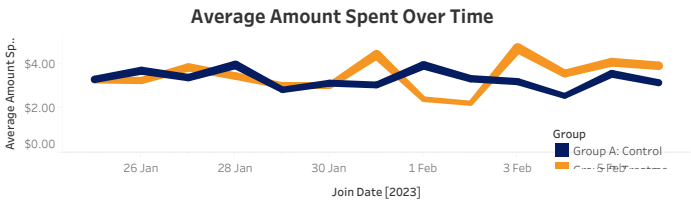


Conversion Rate by Region



GloBox A/B Test

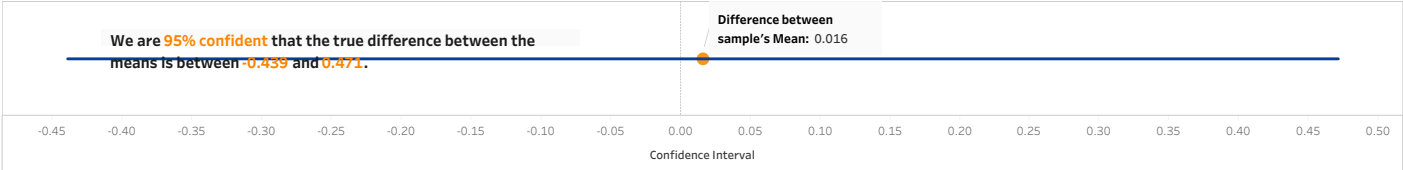
Average Amount Spent & Conversion Rate	Groups vs Genders	Groups vs Device model	Countries & Regions	Novelty Effect	Confidence Intervals
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GloBox A/B Test

Average Amount Spent & Conversion Rate	Groups vs Genders	Groups vs Device model	Countries & Regions	Novelty Effect	Confidence Intervals
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Average Spent Confidence Intervals



Conversion Rate Confidence Intervals

