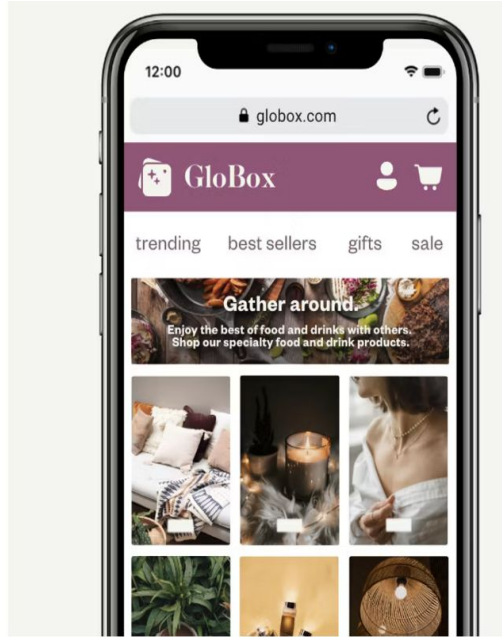


GloBox - New Banner Design

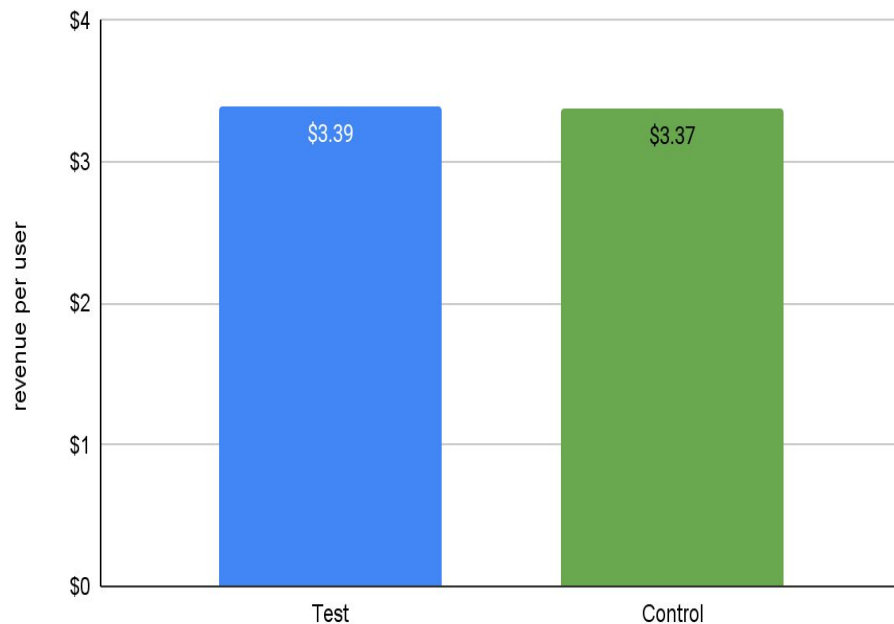


- Goal: Increase revenue and conversion
- A/B tested with 4.9k users

Recommendation: do not launch

- No strong evidence that revenue had increased with new banner
- The difference in average revenue between the Control and the Test groups is tiny (0.02)

Revenue per user: test vs. control



Recommendation: do not launch

- No evidence of conversion had increased with the new design
- Conversion for the Test group is actually smaller than the Control (no banner) group

Conversion per user: Test vs. Control

