

Create a Remote Config experiment Beta

1

Basics

name: experiment 2 (remote config)

2

Targeting

Target users

App

com.company.nnt

and

70% of eligible users will be exposed to this experiment

Exposure

70%

Activation event (optional) ?

Select Activation Event

Next

3

Goals

Primary metric to track (determines leader): Purchase revenue

Additional metrics to track: Retention (4-7 days) and Crash-free users

4

Variants

2 variants

Experimenting with color_button_confirmation

Cancel

Review

Primary metric to track (determines leader): Purchase revenue

Additional metrics to track: Retention (4-7 days) and Crash-free users

4

Variants

B

Baseline

Parameter

ABC color_button_confir...

Choose or create new

Value

false

V1

Variant A

Parameter

ABC color_button_confir...

Choose or create new

Value

true

ⓘ

Add another variant

Adjust variant weights

^

Variation weights

Uneven weights may increase data collection time. To maintain the integrity of the experiment, you won't be able to change the weights once the experiment starts running.

50%

50%

● Baseline

● Variant A

experiment 2 (remote config) Beta

Experiment overview

 **Waiting for experiment data to arrive**
Continue running experiment to increase certainty

Total users: 0 Remote Config: Running from Sep 30, 2023 to Dec 29, 2023 Purchase revenue: 70% of users matching 1 criteria 2 variants

Experiment results


How to read this chart [?](#)

Purchase revenue Retention (4-7 days) Crash-free users

Modeled In-App Purchase Revenue Per User

7 days 30 days All time

No data

Observed data				Modeled data ^(?)			
Variant	Total revenue ^(?)	Revenue per user ^(?)	% difference from baseline	Probability to beat baseline	% difference from baseline	Revenue per user ^(?)	2.5% 25% 75% 97.5% 
Baseline 0 users	---	---	Baseline	Baseline	Baseline	Limited data	
Variant A 0 users	---	---	---	---	Limited data	Limited data	