


Welcome to the presentation of Gloxbox Banner A/B Testing.

From Data to Decisions: The Globox Journey

Introduction

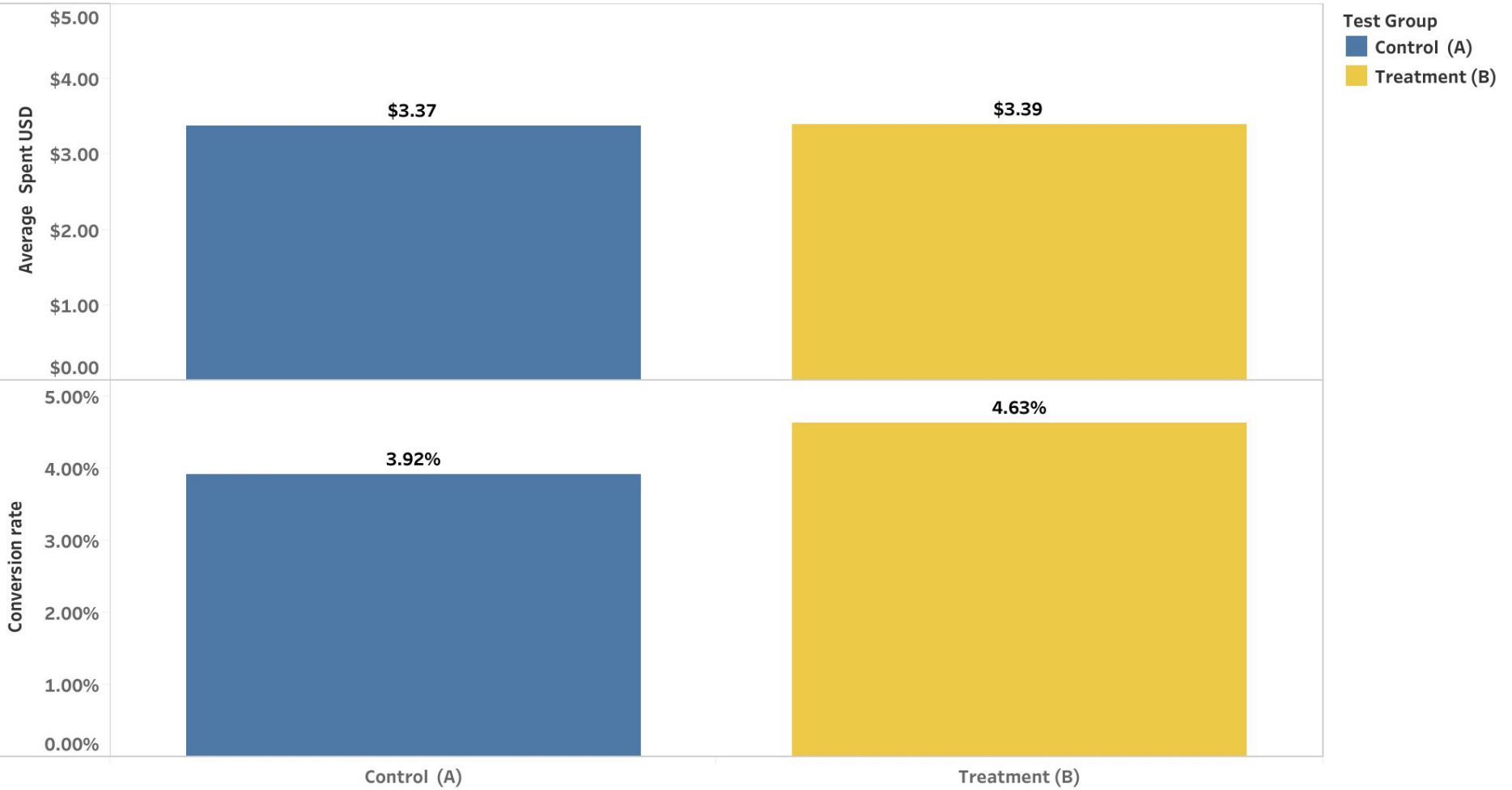




Test: We are testing a new banner on the homepage with the goal of increasing income.

Duration: 13 days from January 25th until February 6th.

Average Spent Vs Conversion Rate

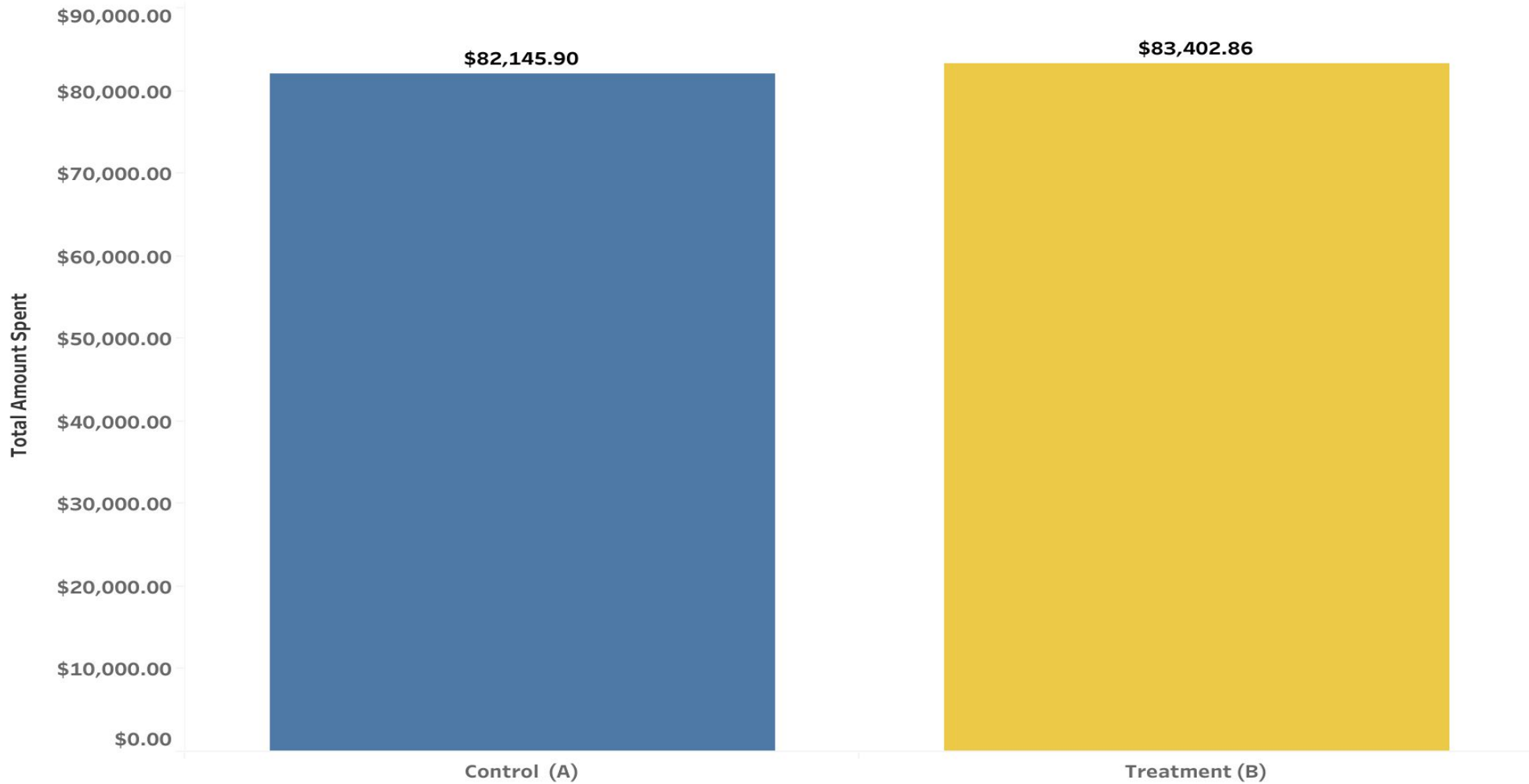




Initial Findings

- Positive strong proof that a fresh banner enhances the overall conversion rate.
- The difference in total spending between the control (\$82,145.90) and test (\$83,405.86) groups is negligible, giving little evidence of change.

Total Amount Spent Within Groups





Conclusion

Not enough evidence to conclusively establish new banner is superior to the other in terms of its influence on user behaviour and spending.



Next Steps

Suspend the A/B test temporarily and focus on creating improved banners. Extend the testing duration to gather data from a larger group of users, with a particular emphasis on the English-speaking audience.