

# Campaign Analysis

A/B Testing insights and findings

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September 2023

## Experiment

- ❑ **Two** different ad campaigns ran simultaneously, a **control** and a **test** campaign.
- ❑ **30 days** of data was collected

	campaign_name	date	spend_usd	impressions	reach	website_clicks	searches	view_content	add_to_cart	purchase
0	Test Campaign	2019-08-01	3008	39550	35820	3038	1946	1069	894	255
1	Test Campaign	2019-08-02	2542	100719	91236	4657	2359	1548	879	677
2	Test Campaign	2019-08-03	2365	70263	45198	7885	2572	2367	1268	578
3	Test Campaign	2019-08-04	2710	78451	25937	4216	2216	1437	566	340
4	Test Campaign	2019-08-05	2297	114295	95138	5863	2106	858	956	768

*first 5 rows of test campaign data*

### Analysis Goal:

Evaluate performance of test campaign against the control.

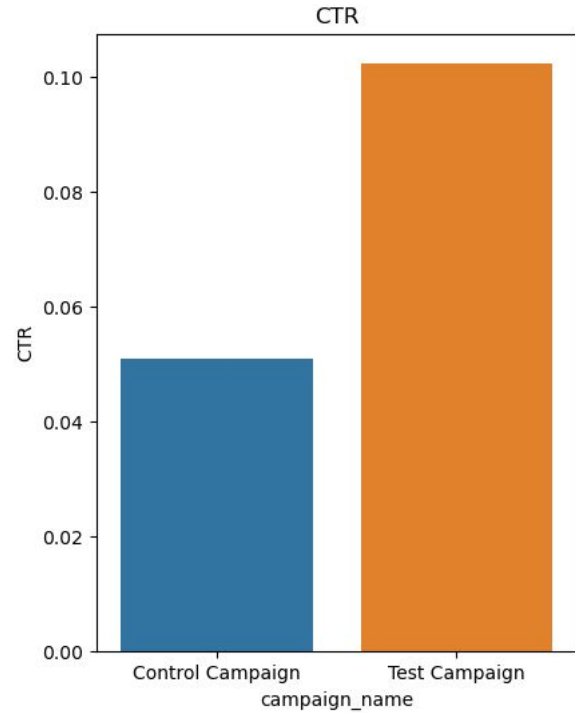
### Questions to answer:

1. Is the test campaign more effective at converting customers?
2. Is the test campaign more cost-effective?

## Click-through rate (CTR)

The **test** campaign was **significantly more effective** at getting the audience to the landing page.

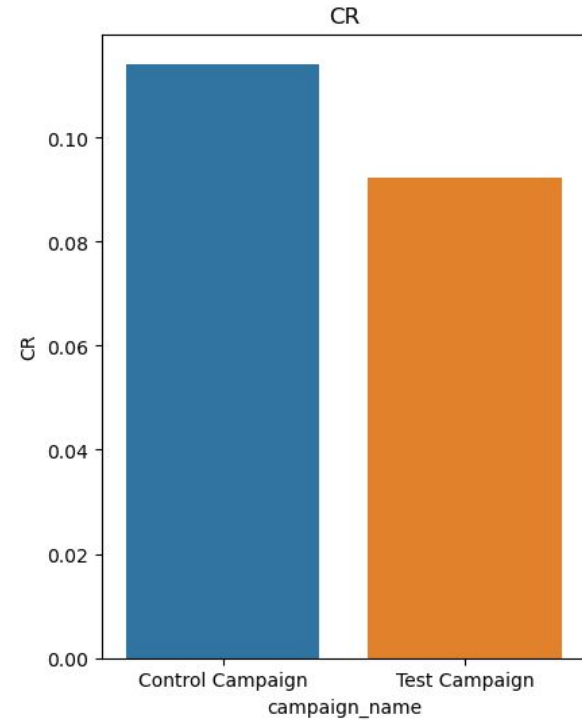
*\*Statistical tests suggest a statistically significant difference in CTR\**



## Conversion rate (CR)

The **control** campaign was **significantly more effective** at converting the audience into buyers.

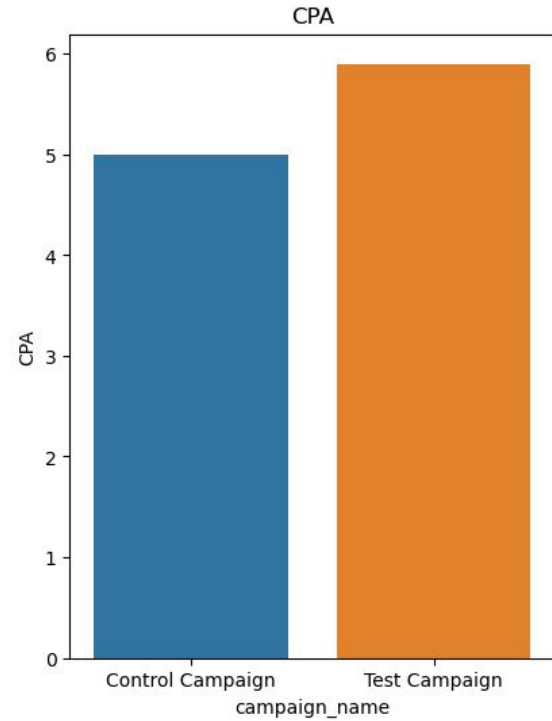
*\*Statistical tests suggest a statistically significant difference in CR\**



## Cost-per-acquisition (CPA)

**neither** campaign was **significantly more cost-effective** at converting the audience into buyers.

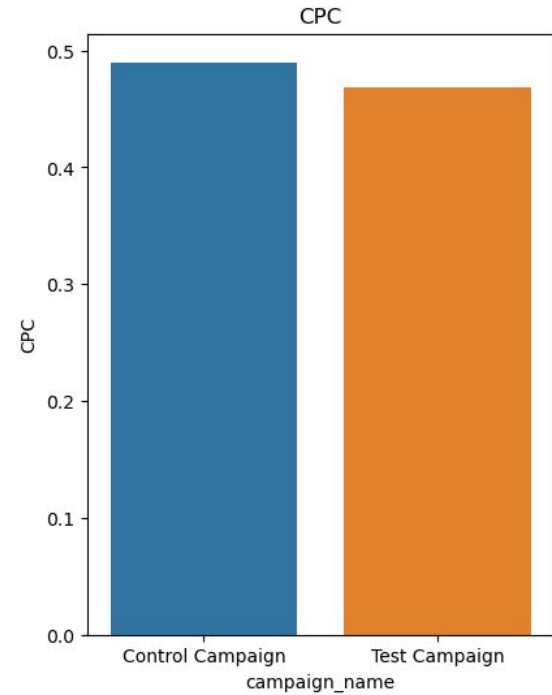
*\*Statistical tests do not confirm a statistically significant difference in CPA\**



## Cost-per-click (CPC)

**neither** campaign was **significantly more cost-effective** at getting the audience to the landing page.

*\*Statistical tests do not confirm a statistically significant difference in CPC\**



### **Is the test campaign more effective at converting customers?**

No. While the click through rate is statistically significantly higher, the conversion rate is statistically significantly lower.

### **Is the test campaign more cost-effective?**

No. There is no real statistical difference in cost to acquire a customer.



## **conclusion**

The test campaign is not a better conversion campaign than our current campaign.  
While we can continue running the test campaign to acquire more data, we are unlikely to see a significant increase in conversions

## **recommendations**

Though this campaign did not exceed our control campaign's performance in conversions, CTR was significantly higher. It might prove useful to determine why the CTR improved and why conversions didn't. It may help us learn more about communicating with our audience which could improve metrics in future campaigns.

