

Food & drink banner

Group A: Control
existing landing page



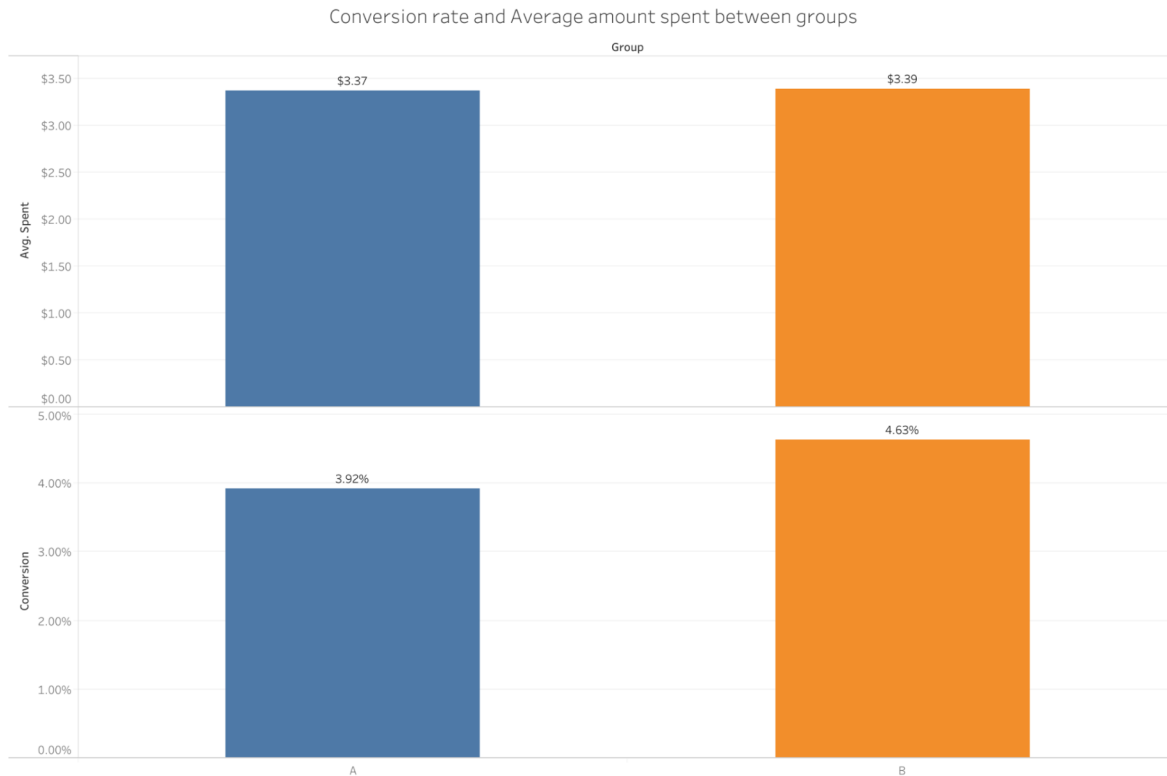
Group B: Treatment
landing page with food & drink banner



- Goal: Increase revenue
- A/B tested with 48.9k users
- Duration: 2023/01/25 - 2023/02/06
- Customer journey: mobile website

Conversion Boost

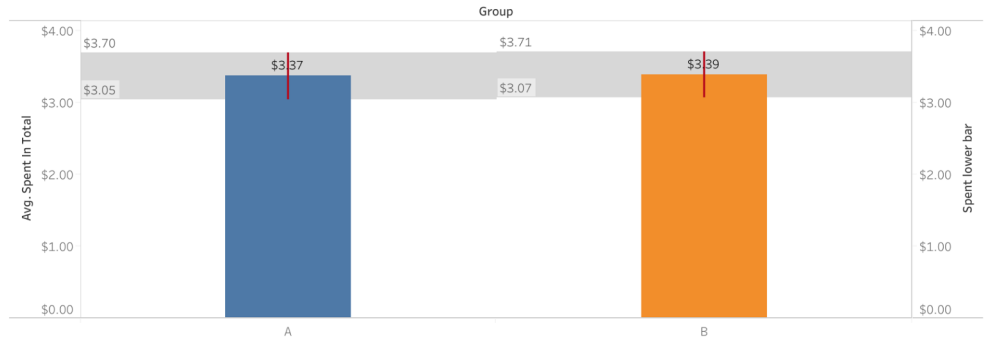
- Strong evidence for increased conversion
- No significant difference found in average spending
- Control group had lower average revenue (small sample size)



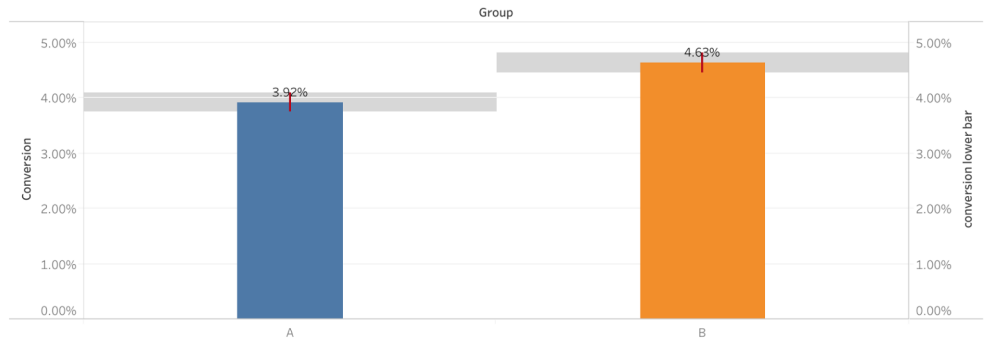
Difference intervals:

- Difference for average spent is between -0.439 and 0.471. Include 0. No impact.
- Difference for conversion is between 0.35% and 1%. effectiveness in driving user engagement and prompting purchases

Confidence interval for AVG Spent



confidence interval for conversion



Launching the banner

- Consider implementing the new banner (Group B) for better conversion rates.
- Analyze other factors affecting average spending for potential improvements.

