

# GloBox

A/B Test

Food & Drink Category



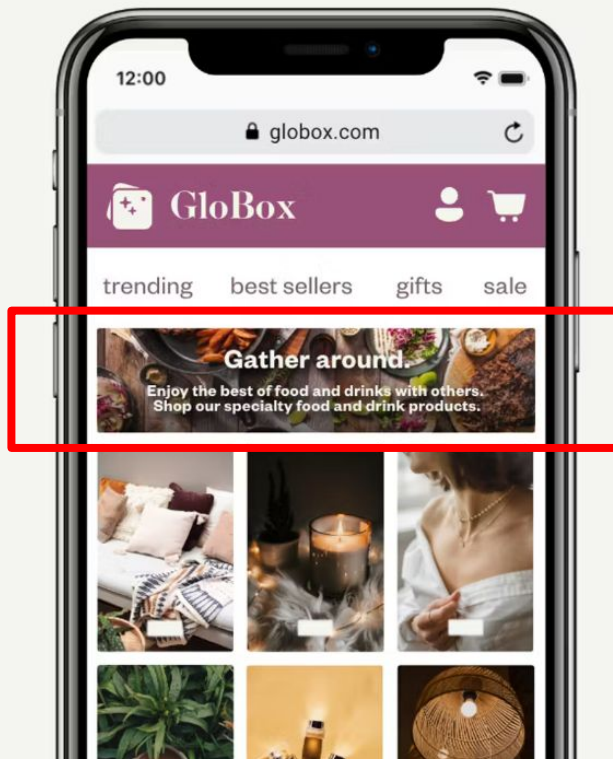
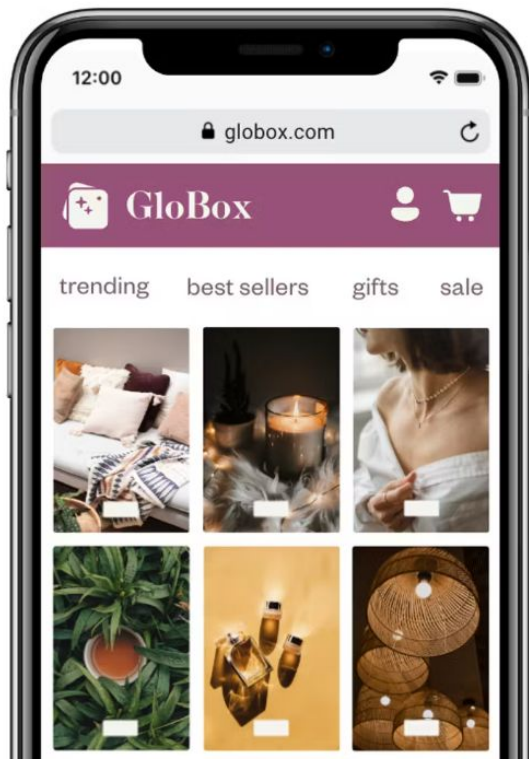
# Goal

- Highlight food and drink category
- Increase revenue



Test two website versions

~25k random users in each group



# Test Metrics

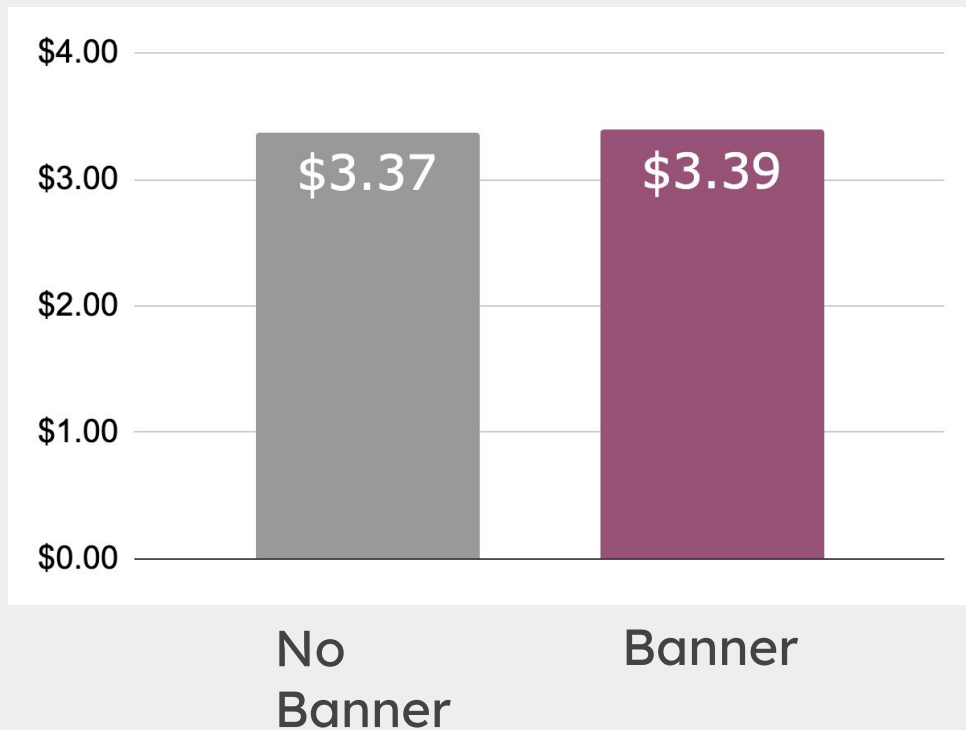
↑ Average Spent



↑ Conversion Rate

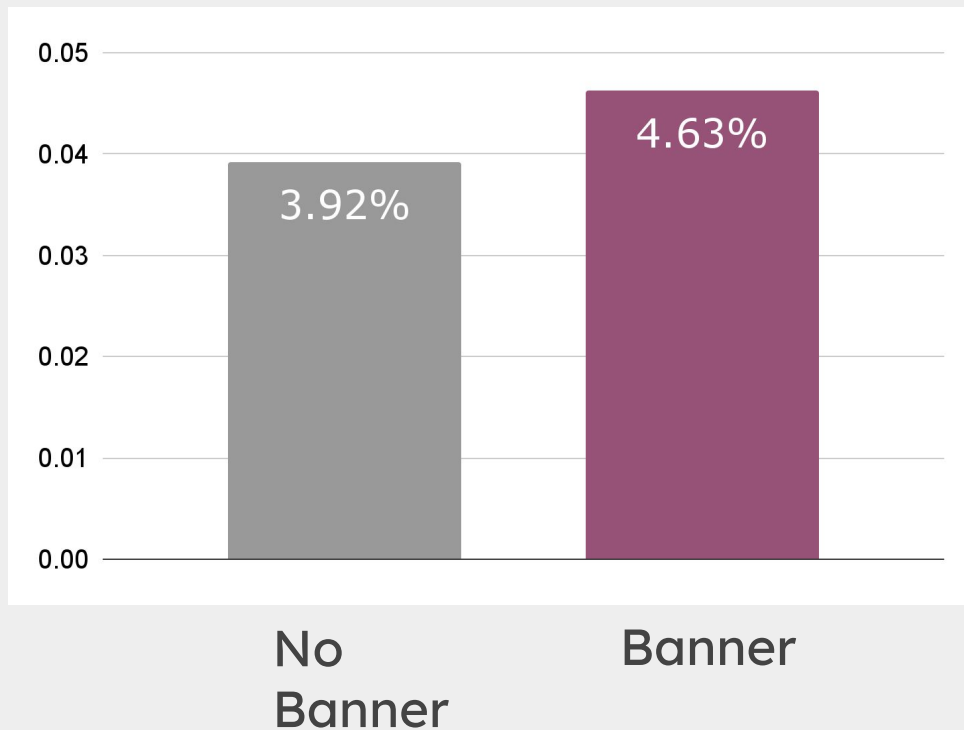


# Average Spent Per User



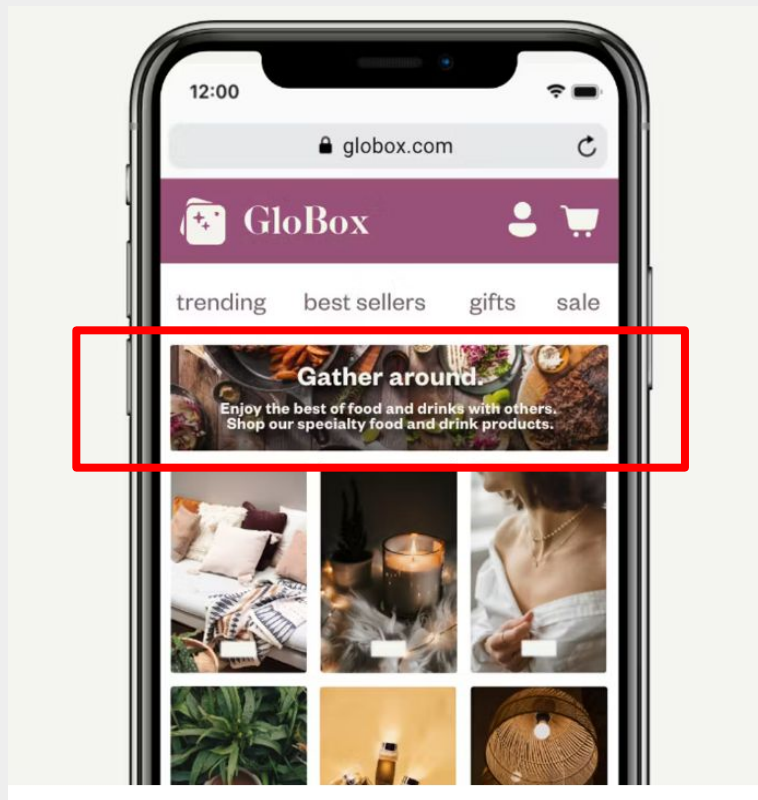
Average  
spent per user  
was the  
same...

# Conversion Rate



But... there was a increase in number of orders.

# Conclusion

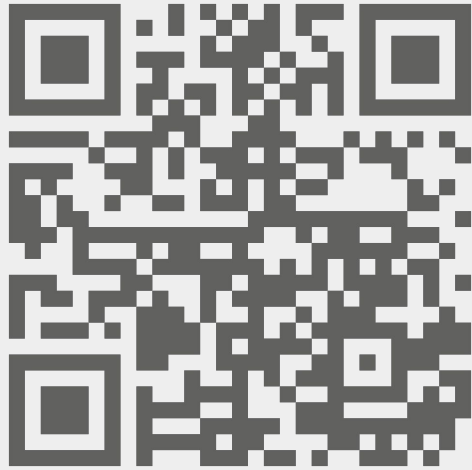


Banner 18.1% more  
likely to order



Launch

# Thank you!



Full A/B test

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