

GloBox

A/B Test

Food & Drink Category



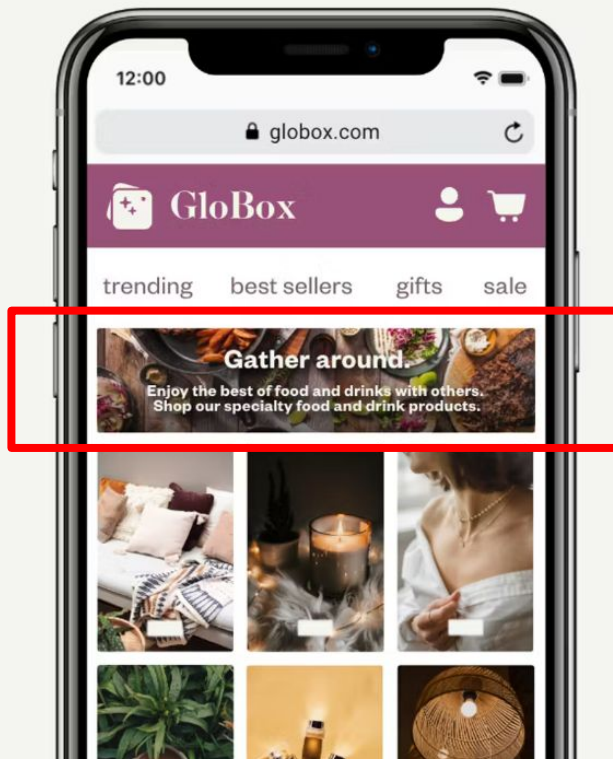
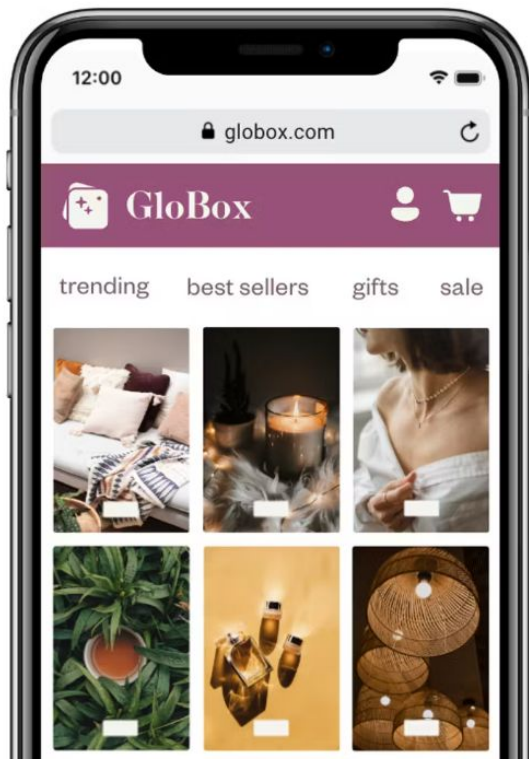
Goal

- Highlight food and drink category
- Increase revenue



Test two website versions

~25k random users in each group



Test Metrics

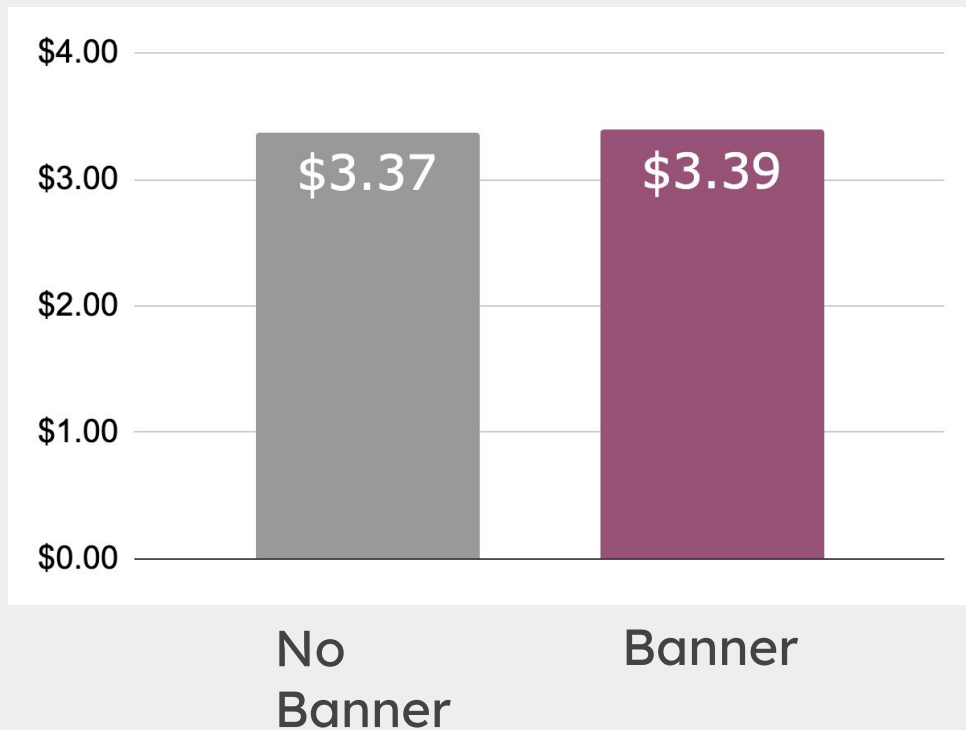
↑ Average Spent



↑ Conversion Rate

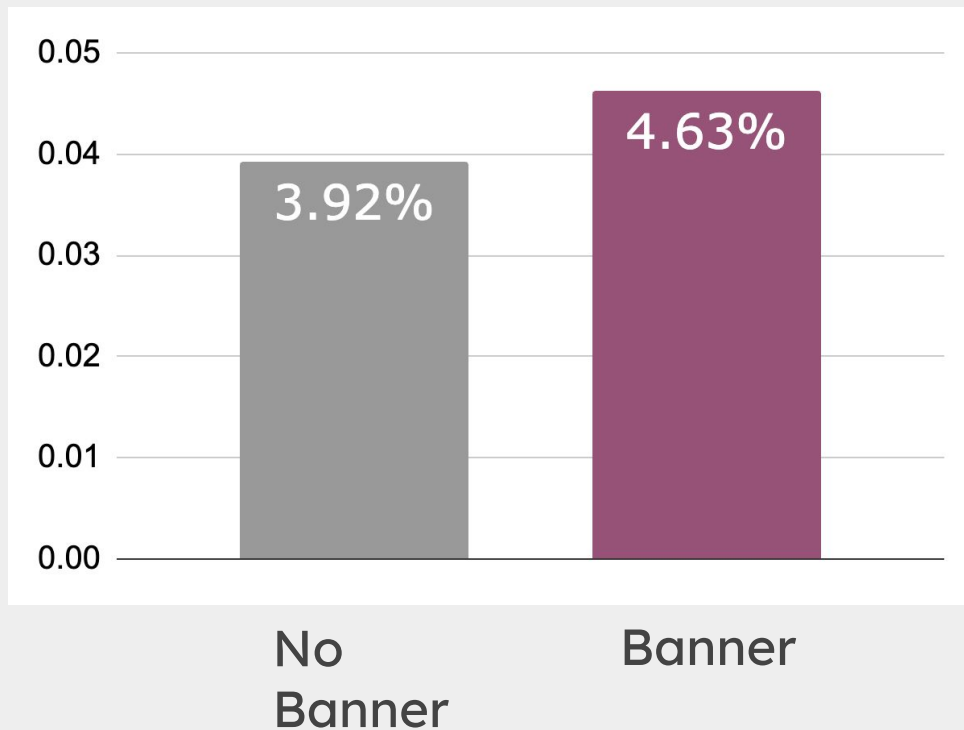


Average Spent Per User



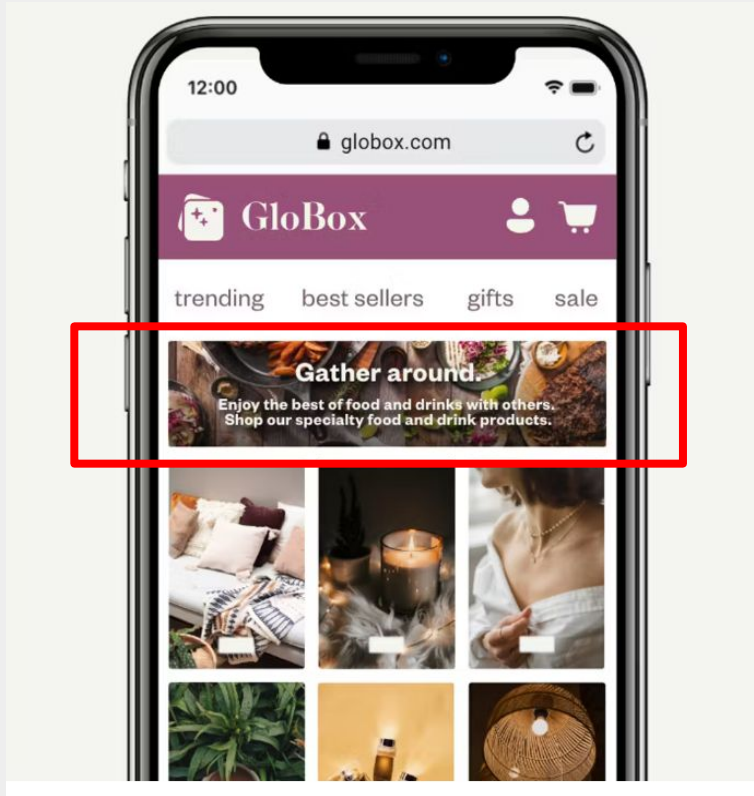
Average
spent per user
was the
same...

Conversion Rate



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

Conclusion

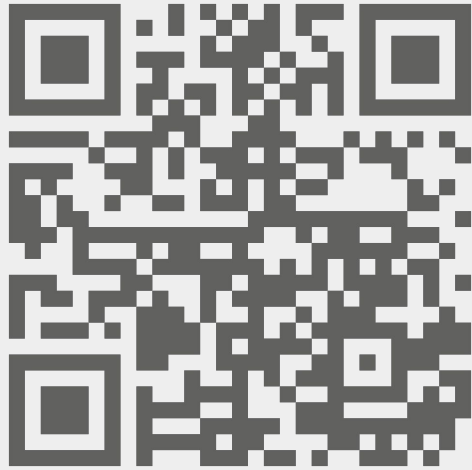


Banner 18.1% more
likely to order



Launch

Thank you!



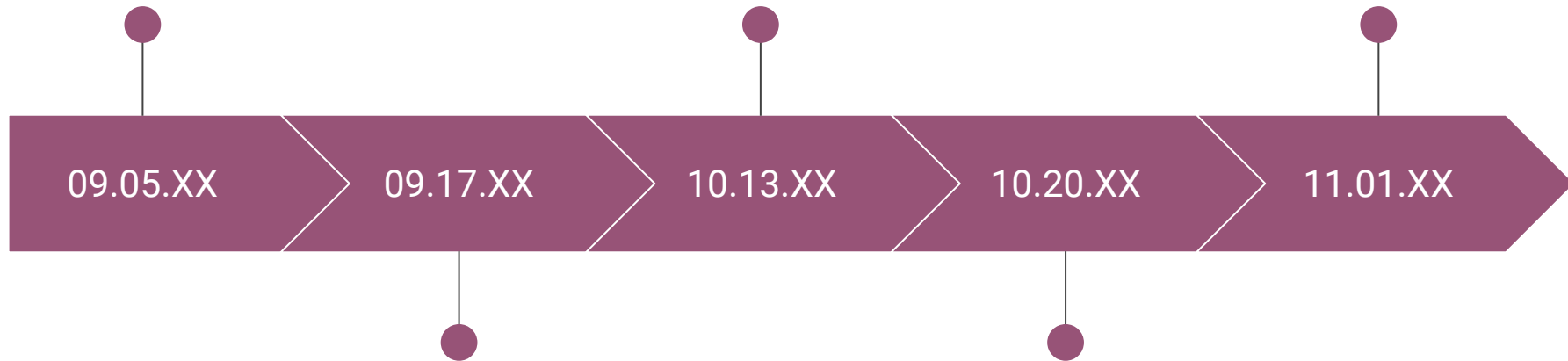
Full A/B test

caracfinlay@gmail.com

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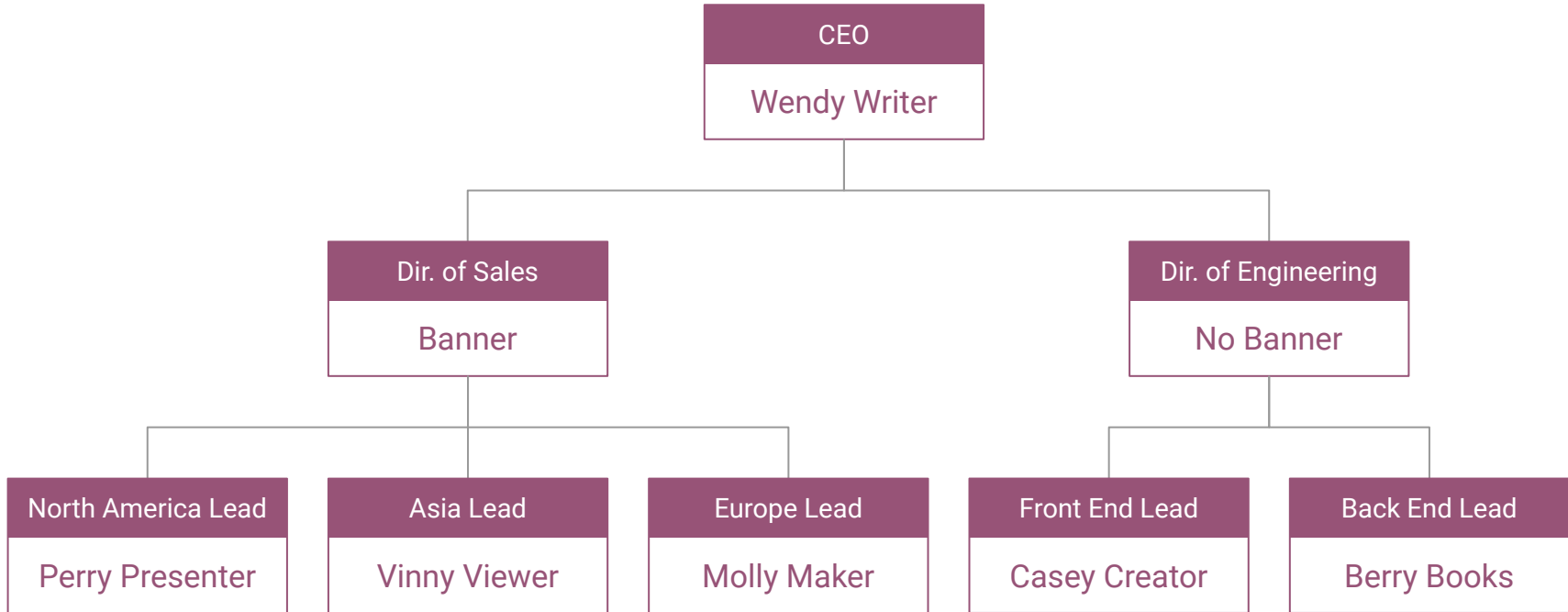


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Implementation

The team



Impact

XX% sales increase

