

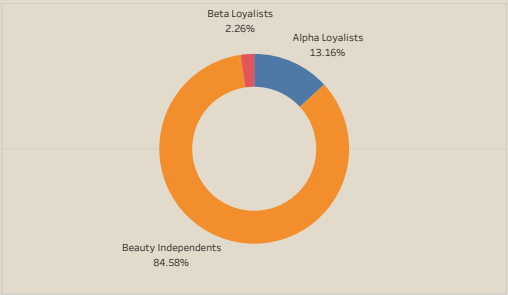
Alpha Beauty Market Test Results

Select Segment
Multiple values

Incremental sales

11,716

% of incremental sales by segment



Increased Transactions

162

ROAS

7.3

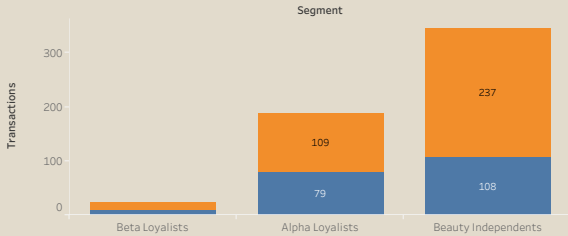
IROAS by Segment



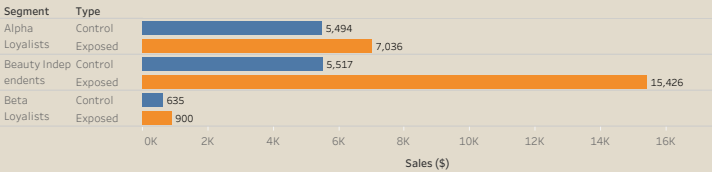
Increased Average Order Value

\$5.95

Transactions by Segment



Sales by Segment Type



% Change in Average Order Value by Segment

