

# Introduction

## Experiment

we test a new banner on the homepage that we hope will increase revenue

## Timeframe

13 days, January 25<sup>th</sup> till February 6<sup>th</sup>

# A

Baseline Control

24,343

Users

# B

Test Group

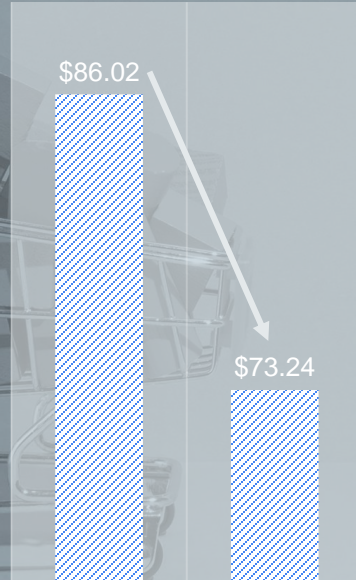
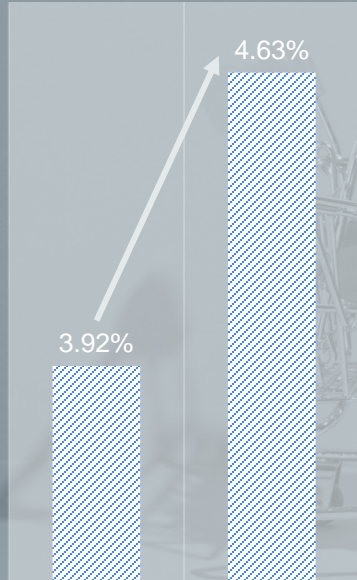
24,600

Users

# Results

## CONVERSION RATE

## \$ PER CONVERSION



# Takeaways

## Positive

strong evidence new banner increases conversion rate on aggregate

## Negative

new banner significantly reduces monetization especially with men while women are relatively indifferent

## Conclusion

test concludes that new banner as it stands will not increase revenue

## Next steps

pause A/B test to iterate new banners to better profile the interests of men and women, prioritize Anglophone bloc