

A/B Testing and Experiment

country

- ☐ CA
☐ UK
☐ US

group

- ☐ control
☐ treatment

The A/B experiment shows a minimal difference between control and treatment conversion rates. Since the uplift is not statistically significant, a full rollout is not recommended at this stage.

291K

Total Users

0.12

Conversion rate

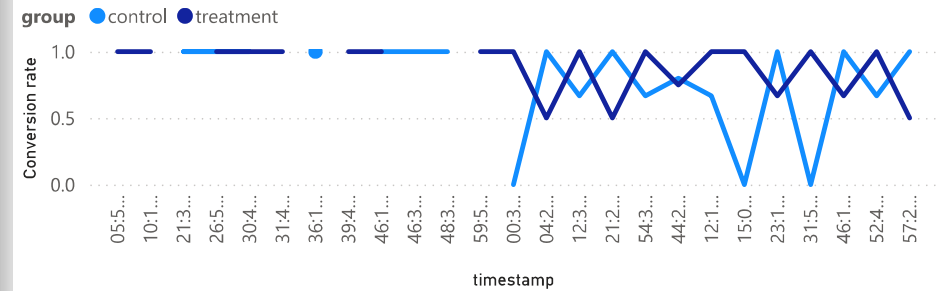
0.12

Treatment...

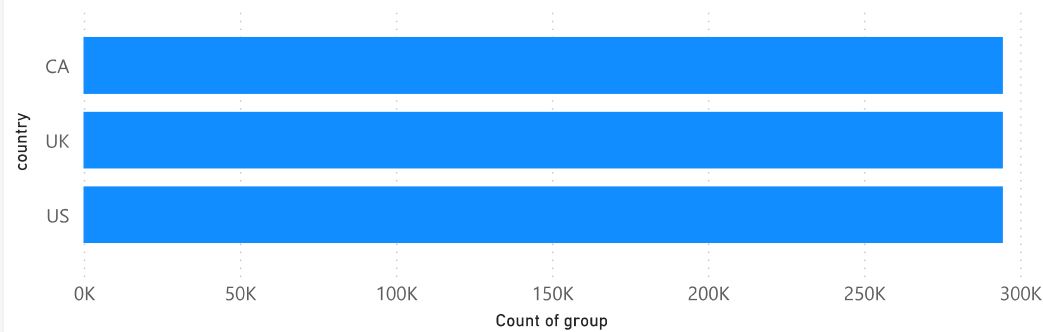
-0.01

Conversion Lift %

Conversion rate by timestamp and group



Count of group by country



Conversion rate by group

