
Cart Section Free-Shipping Reminder A/B Test Report

— Xiaoxi Qi —

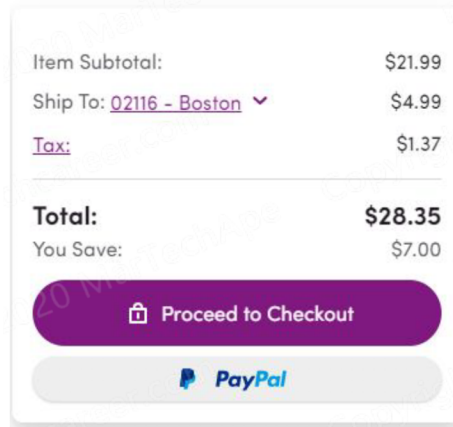
Test Background

Hypothesis

If we add the free shipping information below the cart section, the **reached checkout rate** and the **conversion rate** should increase because this information could be an incentive for customers.

Duration: 29 days

Control




Item Subtotal: \$21.99


Ship To: 02116 - Boston ▾ \$4.99

Tax: \$1.37

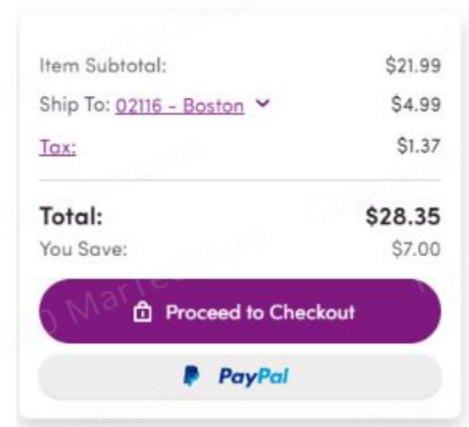
Total: \$28.35

You Save: \$7.00

 Proceed to Checkout

 PayPal

Variation




Item Subtotal: \$21.99


Ship To: 02116 - Boston ▾ \$4.99

Tax: \$1.37

Total: \$28.35

You Save: \$7.00

 Proceed to Checkout

 PayPal



You're \$27.01 from FREE Shipping



Session Level Test

Result

	Reached Checkout Rate	Significant?	Conversion Rate	Significant?
Control	15.48%	N	11.30%	N
Variation	15.48%		11.32%	

Customer Level Test

Result

	Reached Checkout Rate	Significant?	Conversion Rate	Significant?
Control	46.96%	N	37.90%	N
Variation	47.00%		37.95%	

The **reached checkout rate** and **conversion rate** of the variation group are higher than the control group on **session** level and on **customer** level, but both fail to reach the statistical significance.

Cuts by Visitor Types Test

Results

	Reached Checkout Rate - Session Level Significant?	Conversion Rate - Session Level Significant?	Reached Checkout / Conversion - Session Level Significant?
New Visitor	Y	N	Y
Email Acquired	N	N	N
Signed up with no purchase	N	N	N
User with purchase history	N	N	N

The **reached checkout rate** of new visitors is significantly higher in the variation group on the **session** level (0.02 percent lift), and in this group the reached checkout / conversion rate is also significant.

The test results for all the other types of visitors for both metrics on the session level are not significant.

Revenue Test Results

	Revenue - Session Level	Significant?
Control	\$230,787,910	N
Variation	\$230,229,004	

The **revenue** of the variation group is lower than the control group on **session** level, and it is not significant.

Suggestions for Next Step

- Re-Check the test setup (the segmentation, traffic, duration)
- Re-Check the test significance for other cuts and categories
- Change metrics to compare, especially for new visitors or any other existed significant group
- Re-design the variation: moving the reminder to PDP or landing page; adjusting the words design for reminder