



A/B TESTING



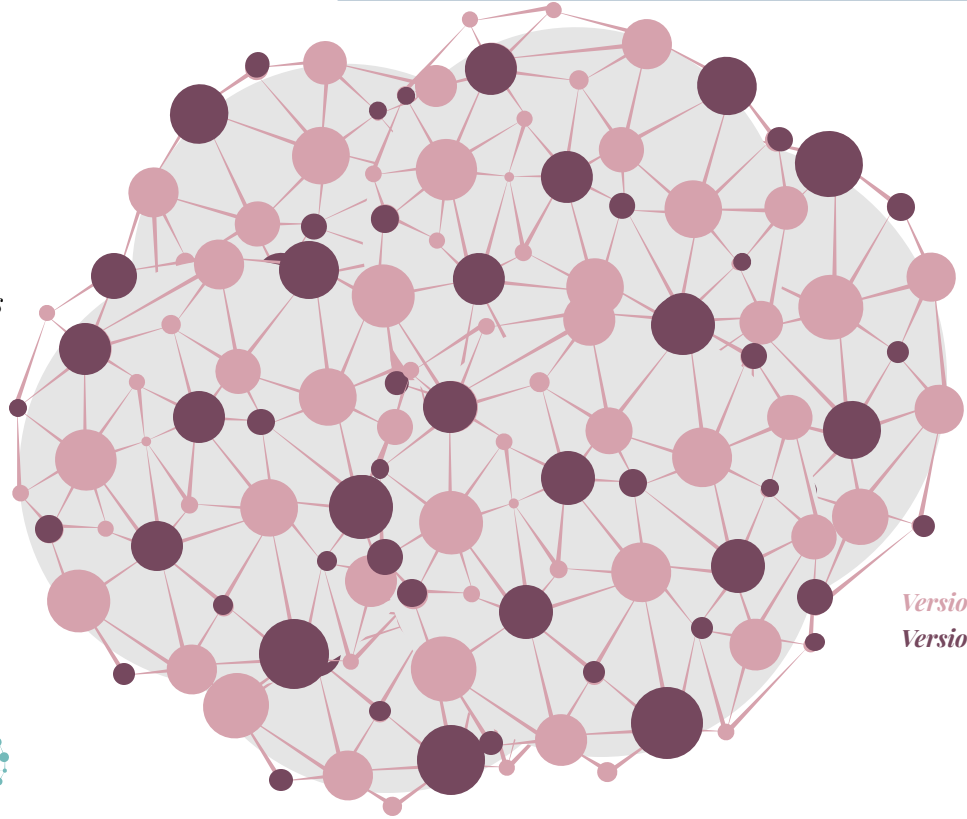
Test A

VS.



Test B

We are conducting *A/B Testing*
with a much larger sample of users
outside of the **MVP** and
MVP+loans studies.



Version A
Version B

A/B TEST AT SCALE NO.1

Dial *444# to get daily offers on calls, internet and SMS made for only you. Special offers from Safaricom will save on cost, share with family and friends.

Control

Dear Farmer, Dial *283*3*2# to conveniently learn modern farming and animal rearing practices to maximize your profits from DigiFarm via SMS at no cost.

Arifu Take-up

*The test objective is to nudge people to **use the learning platform**.*

*The target population is **DigiFarm users that haven't used Arifu**.*

CONTROL

5,000
SMS Sent

3,975
SMS Delivered

LEARNING

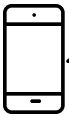
5,000
SMS Sent

3,916
SMS Delivered



A/B TEST AT SCALE NO.1

Takeaways



Receiving an encouragement SMS resulted in a 4 times increase in the adoption of Arifu Learning Platform

14

Average Number of interactions in Treatment Group

25 %

Percentage of users had more than 10 interactions in Treatment Group



Majority of the people who used the Arifu Learning platform for the first time within 48 hours of receiving the encouragement SMS.

Day 0



Day 1



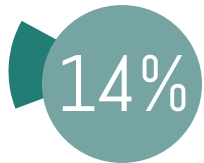
Day 2



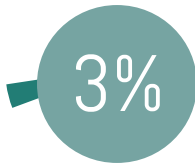
Day 3



Day 4-9



Treatment



Control

Undelivered Messages

Undelivered SMS does not mean that the user is completely inactive. Approximately 2.8% of users that couldn't receive SMS, used Arifu learning platform for the first time. In control group, this number was 3%.



21 %

Percentage of undelivered SMS



A/B TEST AT SCALE NO.2

Dial *444# to get daily offers on calls, internet and SMS made for only you. Special offers from Safaricom will save on cost, share with family and friends.

Control

Want to increase crop production? Dial *283*3*2# to learn best practices for free

Arifu Module Completion

*The test objective is to nudge people to **complete** a particular module.*

*The target population is **DigiFarm users that have already used Arifu.***

CONTROL

5,000
SMS Sent

3,812
SMS Delivered

LEARNING

5,000
SMS Sent

3,902
SMS Delivered



A/B TEST AT SCALE NO.2

Takeaways



In treatment group, 22% of the users used Arifu Learning Platform compared to 7% in control



Treatment



Control

17

Average Number of interactions in Treatment Group

30%

Percentage of users had more than 10 interactions in Treatment Group



Majority of the people who used the Arifu Learning platform for the first time within 48 hours of receiving the encouragement SMS.

Day 0



Day 1



Day 2



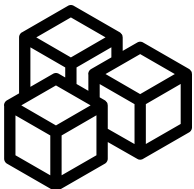
Day 3



Day 4-9



Impact of Control SMS



Even though the control group SMS didn't mention Arifu Learning Platform, it still had an impact on Arifu usage. Approximately 65% of the control numbers that used Arifu did that within 48 hours of receiving the text message.