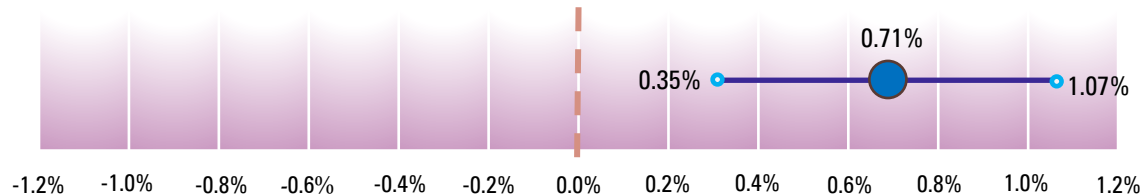


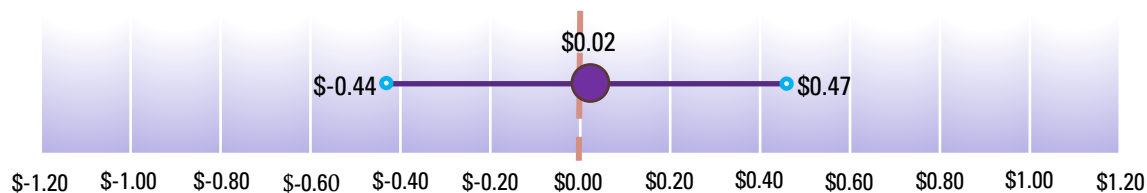
Gather Around Banner Analysis

95% CI for Higher Conversion Rate in Treatment Group B



With a 95% confidence interval, Globox visitors will make a purchase, or “convert”, 71% of the time when the landing page has the new Gather Around banner.

95% CI for Difference in Amount Spent per Visitor

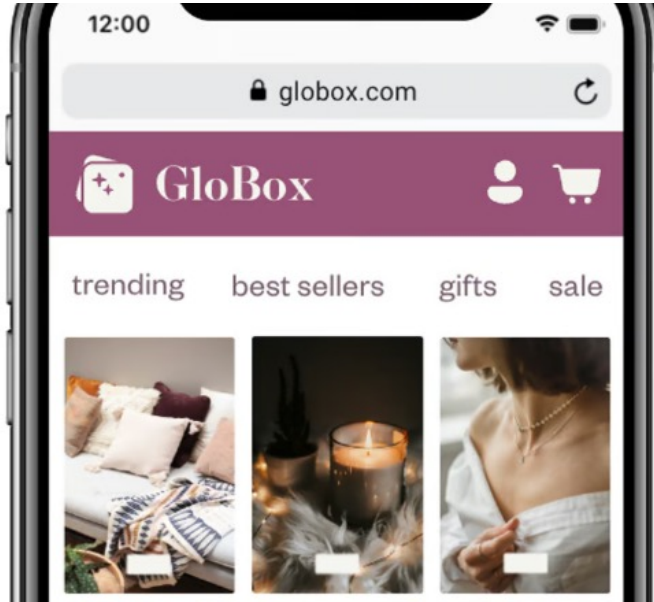


However, we have a 95% confidence interval, that the average amount spent between the Control Group (existing banner), and the Treatment Group (new Gather Around banner), is only higher by \$0.02.

Recommendation: More testing needed

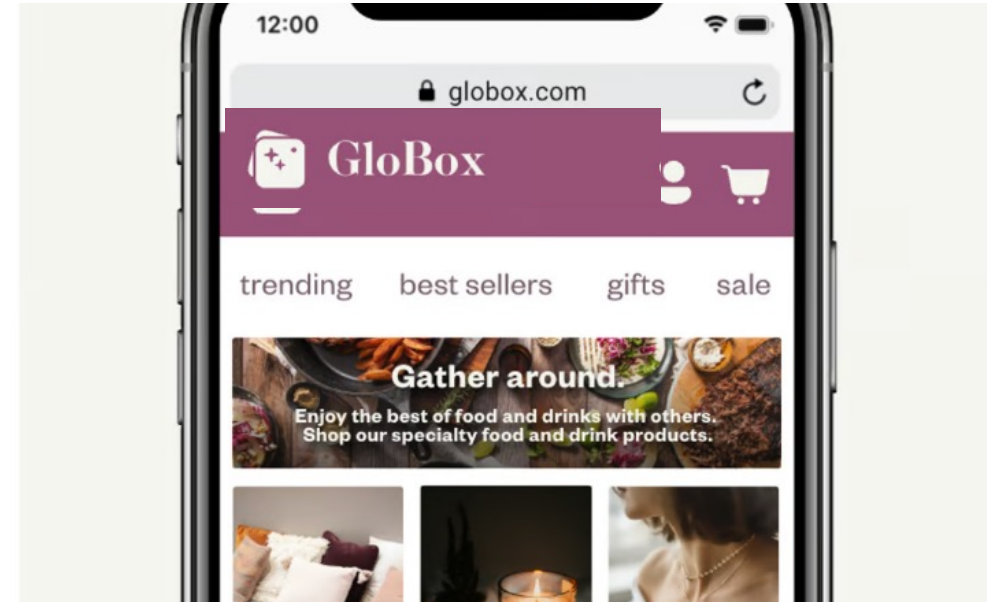
Group A Control

Current Landing Page



Group B Treatment

Landing page with New Food and Drink Banner



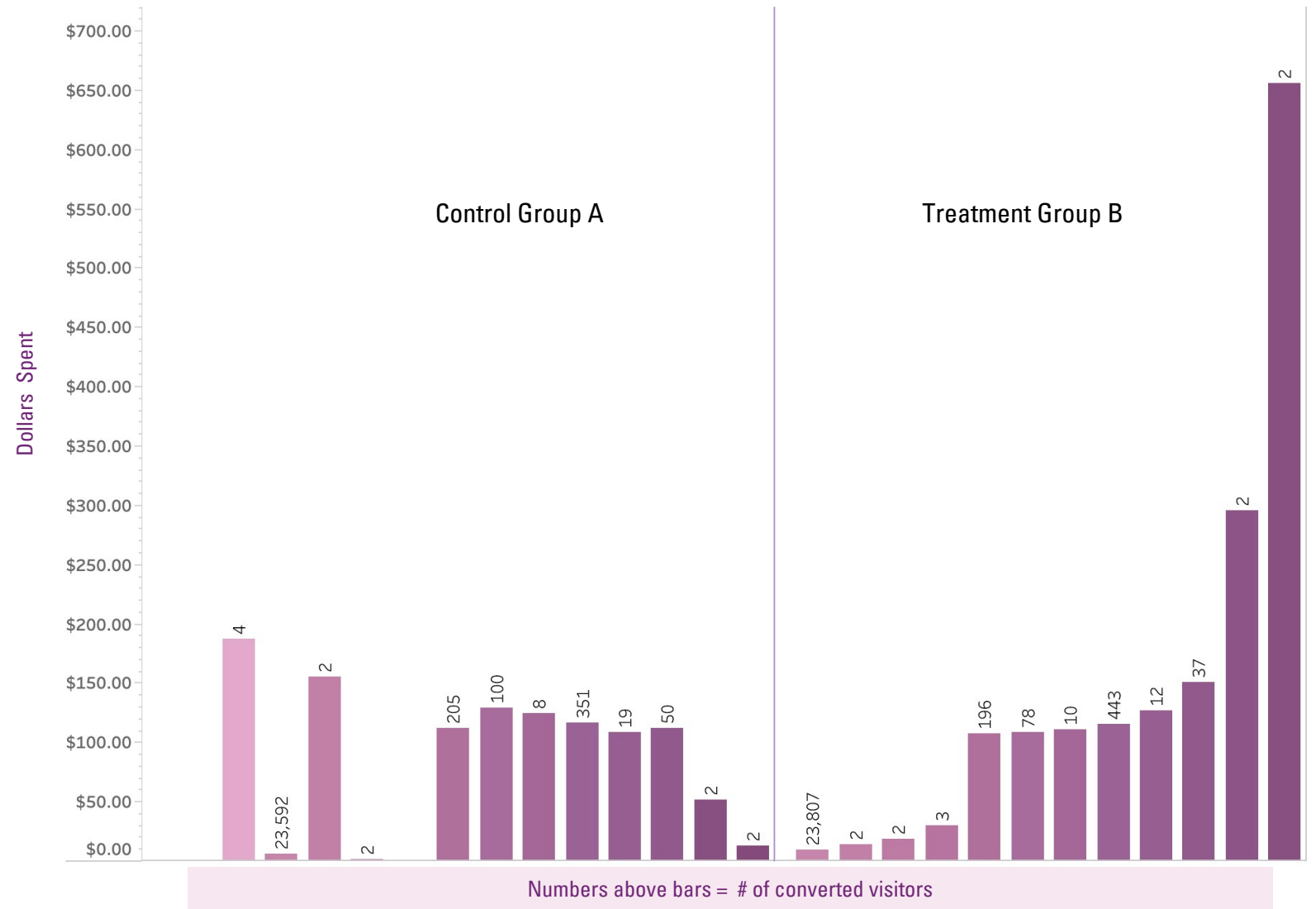
WHAT WAS TESTED?

- We collected 48,943 visits to the Globox app from January 25, 2023, through February 6, 2023.
- We tracked sales from the current landing page, against sales with the new “Gather Around” banner introducing our specialty food and drink products.
- The current Globox landing page was assigned to the Control Group A , and the new Gather Around banner was assigned to Treatment Group B. Visitors were randomly assigned to either group.
- We counted purchases as “converted” visitors. Both groups were compared to determine whether purchases were equal, or if those who had the new Gather Around banner, made more purchases.

RESULTS

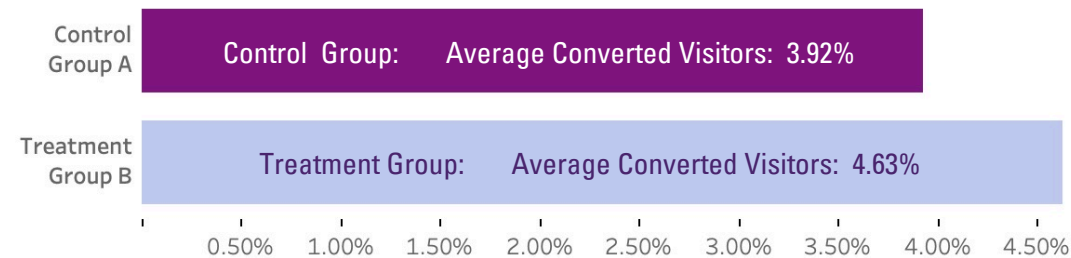
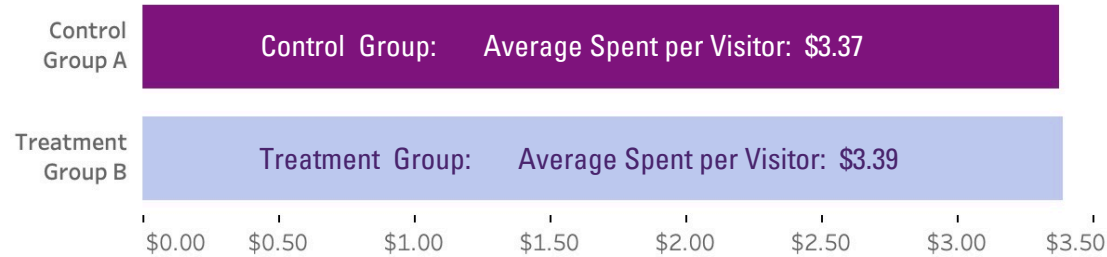
Key Results:

- This metric indicates purchases in Group B are much higher than in Group A. However, the higher bars reflect only large purchases of a few users.
- Potentially, an important part of the equation might be, did most visitors convert to Globox after seeing the new Gather Around banner? Let's look.....



RESULTS

Key Results:



- The top chart shows the average total spent per user in each group. Treatment Group B, has a slightly higher average of **\$0.02** more per Globox visitor than Control Group A.
 - The bottom chart shows test visitors who converted or made a purchase. Clearly, the **4.63%** conversion rate of the Treatment group, versus the **3.92%** conversion rate of the Control group is significant.
 - This potentially indicates the new Gather Around banner on the Globox landing page could be sparking interest of our visitors to explore the app further.
-

RECOMMENDATION:



RECOMMENDATION:
TEST AGAIN FOR A
MINIMUM OF 30
DAYS.



With a strong increase in visitor conversion, we should also see an increase in average amount spent per visitor.



A longer test period will help us determine if the increase is here to stay, or just a novelty effect.



Treatment Group B should have a minimum amount of **5%** higher than the average amount spent in Control Group A, to qualify for keeping the new Gather Around banner permanently on the Globox app.

