

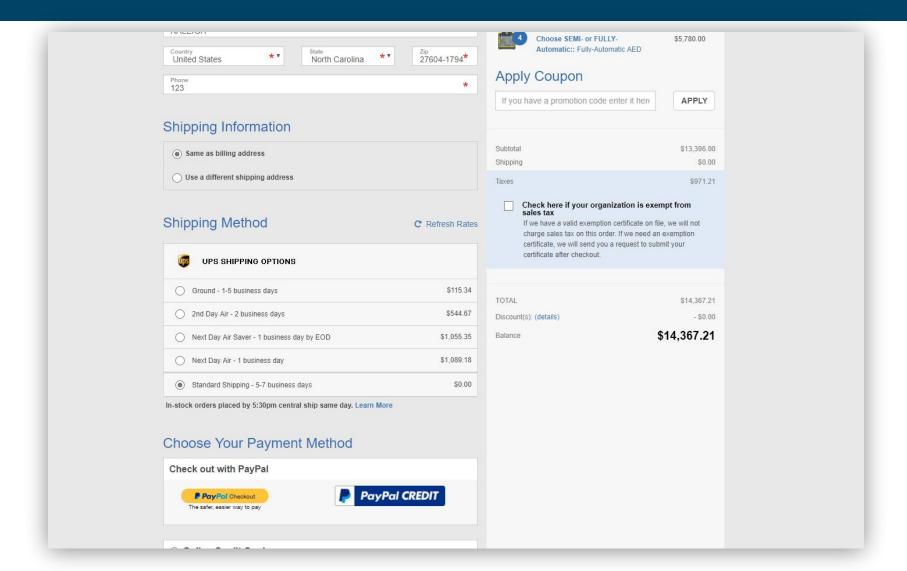
CHECKOUT - STICKY ORDER SUMMARY [D]

A/B TEST BRIEF
TEST DATES: December 31, 2018 – January 28, 2019

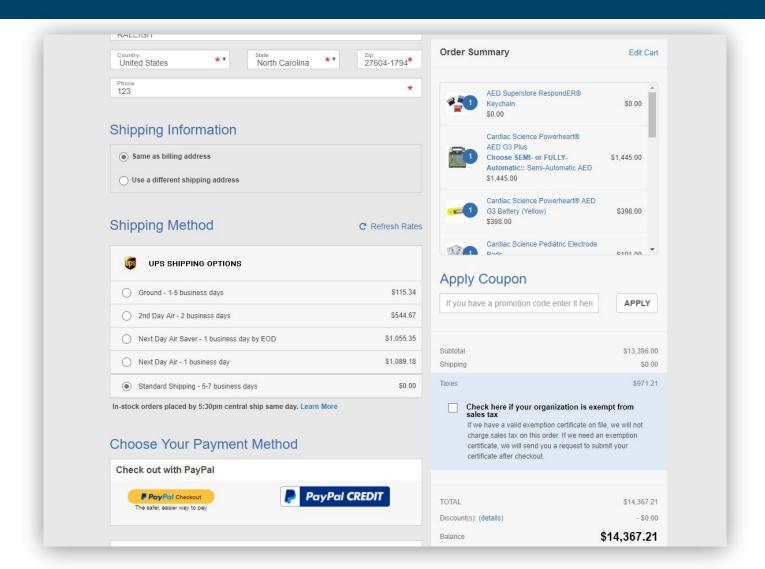
HYPOTHESIS

Making the order summary sticky will reduce the amount of interaction needed to complete an order and will make the page easier to use which will increase the conversion rate.

CONTROL



VARIATION 1



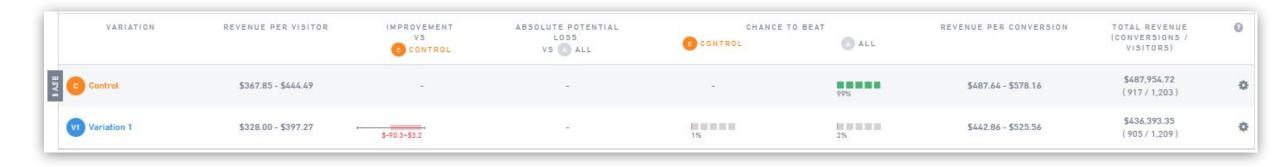
PRIMARY GOAL: CONVERSION RATE

Variation 1 had a 1.8% decrease in ecommerce conversion rate when compared to Control at a 78% confidence level. This decision is not statistically significant.



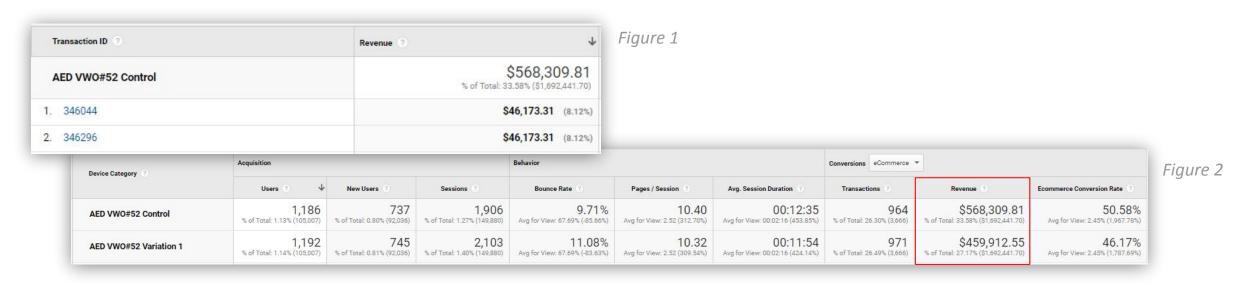
GOAL: REVENUE

Variation 1 had a 10.73% decrease average revenue per visitor when compared to Control at a 99% confidence level.



GOAL: REVENUE

A review of the sales data in GA suggests that there were two large fraudulent orders included in the control data (Fig 1). However even accounting for these orders the control still had a higher revenue per visitor than Variation 1.



Data on this slide is from VWO as of January 28, 2018.

RECOMMENDATION

We recommend not changing the current design.