GLOBAL – DISPLAY EMAIL MODAL TO NEW USERS II – DTM
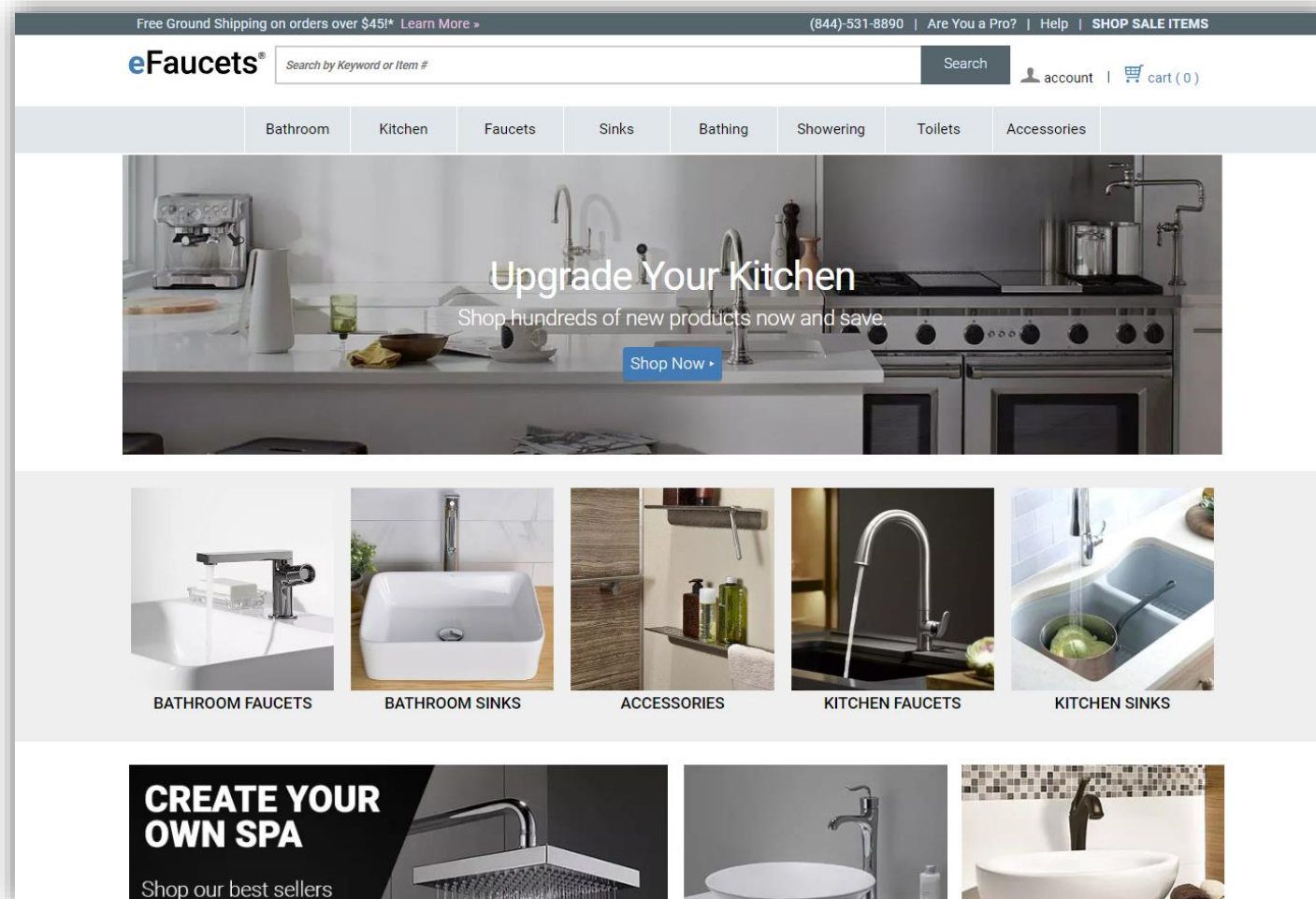
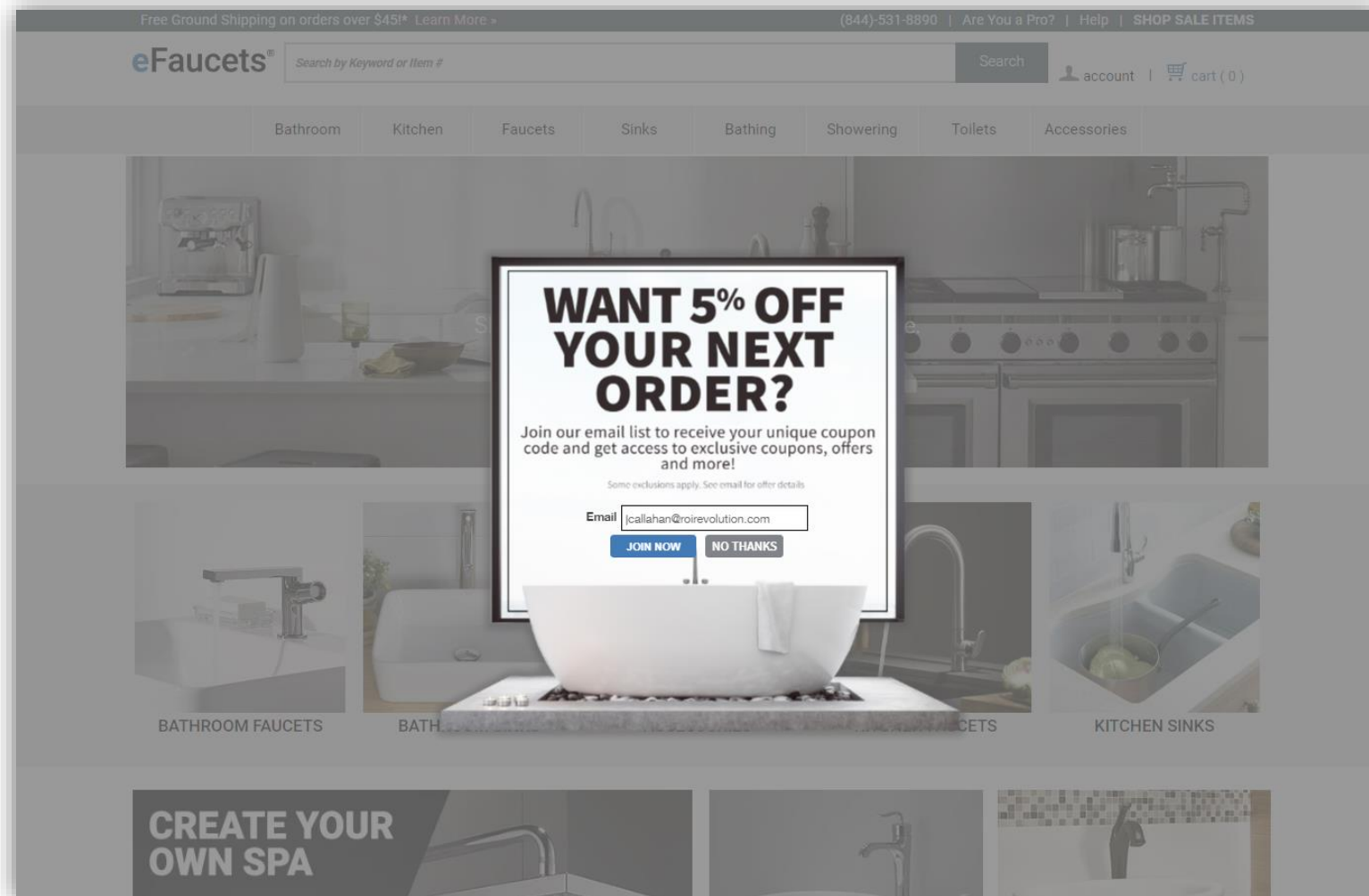A/B TEST BRIEF
TEST DATES: January 16th – January 22nd, 2019

HYPOTHESIS

Displaying the email modal with a delay will be less intrusive than displaying the email modal immediately, and users will be more likely to complete the form submission.
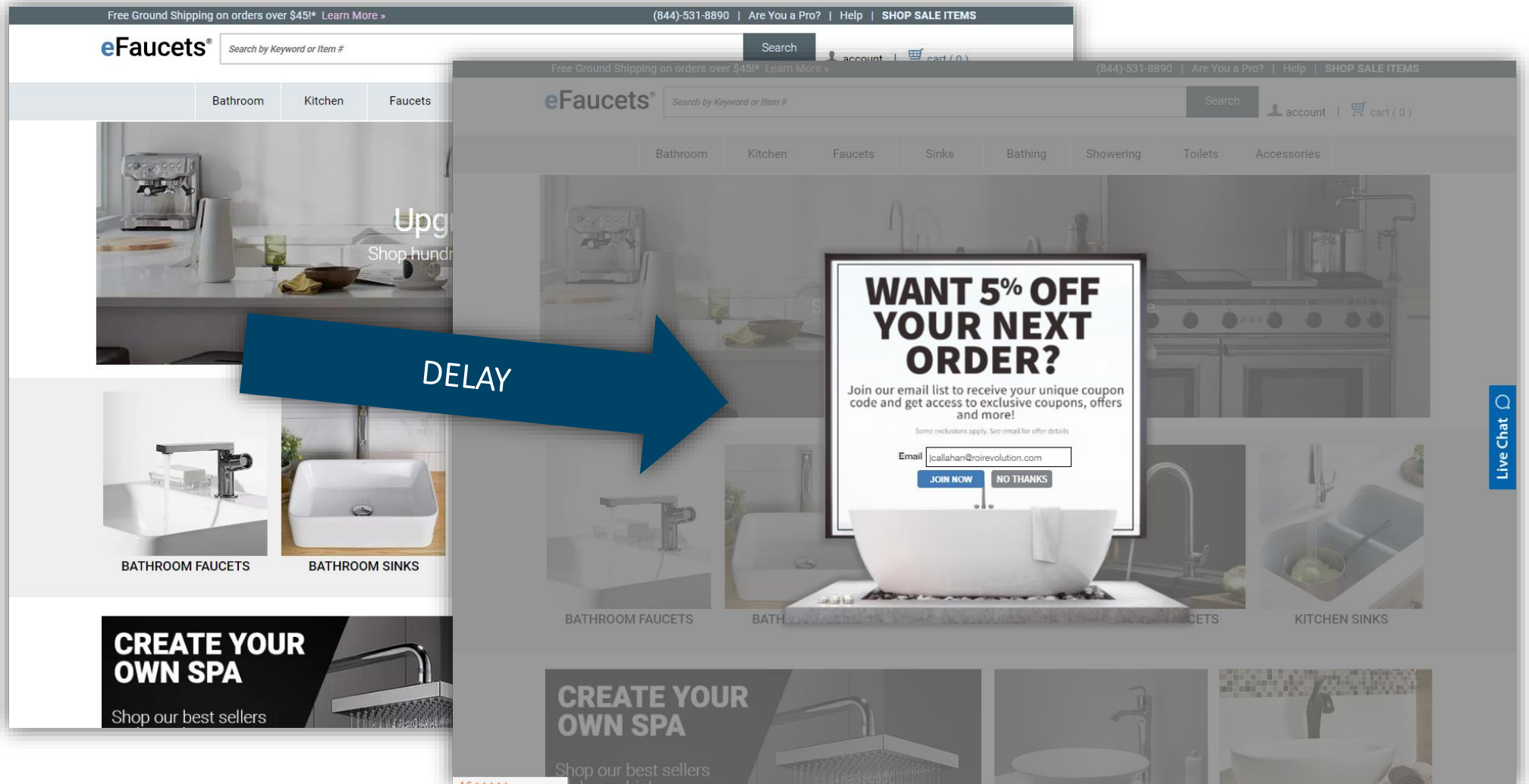
CONTROL

PRIMARY GOAL: FORM SUBMISSIONS

Variation 2 (delay) had a **21.43% decrease in form submissions** when compared to Variation 1 (no delay) at a 97% confidence level.

VARIATION	CONVERSION RATE (RANGE)	RELATIVE IMPROVEMENT VS C CONTROL	ABSOLUTE POTENTIAL LOSS VS A ALL	CHANCE TO BEAT		CONVERSIONS / VISITORS
				C CONTROL	A ALL	
C Control	0.00% (0.00% – 0.02%)	-	-	-	-	0 / 28,290
V1 Variation 1	0.42% (0.33% – 0.53%)	-	-	-	-	120 / 28,482
V2 Variation 2	0.33% (0.25% – 0.42%)	-	-	-	-	94 / 28,704

Data on this slide is from VWO as of January 22nd, 2019

GOAL: COMPLETED ORDERS

Variation 2 (delay) had a **24.24% decrease in ecommerce conversion rate** when compared to Variation 1 (no delay) at a 95% confidence level.

	VARIATION	CONVERSION RATE (RANGE)	RELATIVE IMPROVEMENT VS CONTROL	ABSOLUTE POTENTIAL LOSS VS ALL	CHANCE TO BEAT CONTROL	CHANCE TO BEAT ALL	CONVERSIONS / VISITORS	
BASE	C Control	0.20% (0.14% – 0.27%)	–	0.13%	–	0%	55 / 28,290	⚙
	V1 Variation 1	0.33% (0.25% – 0.42%)	12.1~147.0%	0.00%	100%	95%	92 / 28,482	⚙
	V2 Variation 2	0.25% (0.18% – 0.34%)	-14.7~95.7%	0.07%	92%	5%	72 / 28,704	⚙

Data on this slide is from VWO as of January 22nd, 2019

RECOMMENDATION

We recommend implementing the design changes from Variation 1.