



IN STOCK MESSAGING [DTM]

A/B Test Brief

Test Dates: November 16th – December 5th, 2018

HYPOTHESIS

Adding in stock messaging will reduce user concerns and conversion rate will increase.

VARIATIONS

CONTROL



Save! Get 12 for only **\$7.90 each**

Availability: Normally ships in 1 business day.
For large order quotes, please call us at **866-581-7378**.

Not for Sale to: NY
NY residents, see our [New York Pest Control](#) page.

VARIATION 1



Save! Get 12 for only **\$7.90 each**

In Stock: Normally ships in 1 business day.
For large order quotes, please call us at **866-581-7378**

Not for Sale to: NY
NY residents, see our [New York Pest Control](#) page.

VARIATION 2



Save! Get 12 for only **\$7.90 each**

✓ In Stock: Normally ships in 1 business day.
For large order quotes, please call us at **866-581-7378**

Not for Sale to: NY
NY residents, see our [New York Pest Control](#) page.

PRIMARY GOAL: REVENUE PER VISITOR

Variation 2 had **15.41% increase in revenue per visitor** when compared to Control at a 98% confidence level.

	VARIATION	REVENUE PER VISITOR	IMPROVEMENT VS C CONTROL	ABSOLUTE POTENTIAL LOSS VS A ALL	CHANCE TO BEAT		REVENUE PER CONVERSION	TOTAL REVENUE (CONVERSIONS / VISITORS)	
					C CONTROL	A ALL			
BASE	C Control	\$6.59 (\$5.85 - \$7.43)	-	-	-	1%	\$94.94 - \$112.80	\$94,179.23 (900 / 14,113)	⚙
	V1 Variation 1	\$6.62 (\$5.87 - \$7.46)	\$-1.0~\$1.0	-	52%	1%	\$95.72 - \$113.76	\$93,305.04 (895 / 14,140)	⚙
	V2 Variation 2	\$7.69 (\$6.85 - \$8.63)	\$0.0~\$2.2	-	99%	98%	\$104.69 - \$123.70	\$109,408.45 (964 / 14,202)	⚙

GOAL: CONVERSION RATE

Variation 2 had **5.47% increase in ecommerce conversion rate** when compared to Control at a 84% confidence level. This decision is not statistically significant.

	VARIATION	CONVERSION RATE (RANGE)	RELATIVE IMPROVEMENT VS	ABSOLUTE POTENTIAL LOSS	CHANCE TO BEAT		CONVERSIONS / VISITORS	
			CONTROL	VS ALL	CONTROL	ALL		
BASE	C Control	6.40% (5.88% - 6.94%)	-	0.39%	-	9%	903 / 14,113	
	V1 Variation 1	6.35% (5.83% - 6.89%)	-10.8~10.4%	0.44%	43%	6%	895 / 14,140	
	V2 Variation 2	6.76% (6.23% - 7.32%)	-4.8~17.4%	0.02%	89%	84%	964 / 14,202	

PROJECTED IMPACT

Segment: Users who viewed a product page.

Lift in Revenue
Per Visitor

15.41%

Lift in Monthly
Transactions

922

Projected Monthly
Revenue Lift

\$289,791.30

Data on this slide is from the GA view in Google Analytics. Projections are based on applying the lift in revenue per visitor to the data for the 30 days prior to the test.

RECOMMENDATIONS

We recommend implementing the design changes from Variation 2.