

IN STOCK MESSAGING [DTM]

A/B Test Brief

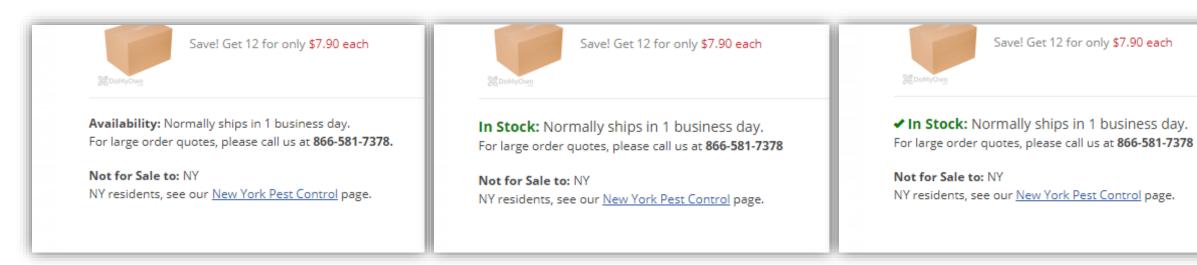
Test Dates: November 16th — December 5th, 2018

HYPOTHESIS

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

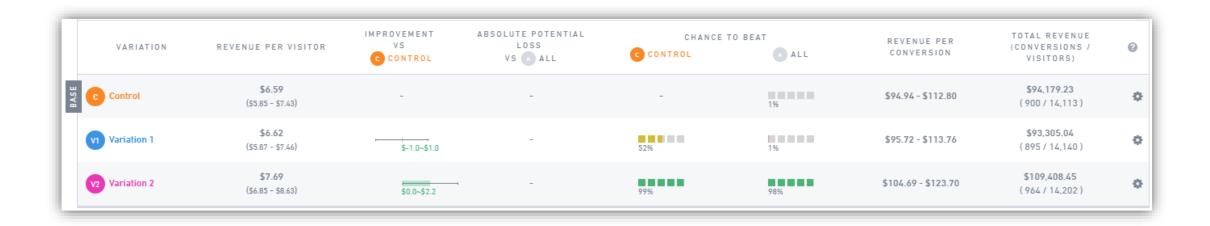
VARIATIONS

CONTROL VARIATION 1 VARIATION 2



PRIMARY GOAL: REVENUE PER VISITOR

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



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.



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.