ABBA

A/B testing statistics

Label	Number of successes	Number of trials	
Baseline	915	1130	Remove
Variation 1	881	1068	Remove

Interval confidence level:

0.95

Use multiple testing correction: ☑

Compute Add another group

	Successes	Total	Success Rate	p-value	Improvement
Baseline	915	1,130	79% – 83% (81%)	—	—
Variation 1	881	1,068	80% – 85% (82%)	0.36	-2.1% – 5.9% (1.9%)

What is Abba?

Abba helps you interpret the results of binomial experiments. In this kind of experiment, you run a number of trials, each of which ends in either a "successful" outcome or a "failure" outcome. Trials are divided into two or more groups, and the goal of the experiment is to draw conclusions about how the chance of success differs between those groups. This usually boils down to determining if the success rate is higher for one group than for another.

In the world of consumer web, some common examples of binomial experiments would be:

- Testing variations of a signup form against the exsting form to see if either one increases the signup rate.
- Testing copy variations in a marketing email or a search ad to see if one of them increases clickthrough rate.