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# Boosting Conversions and Sales Value

A/B Testing Outcome for GloBox



Image courtesy of freepik

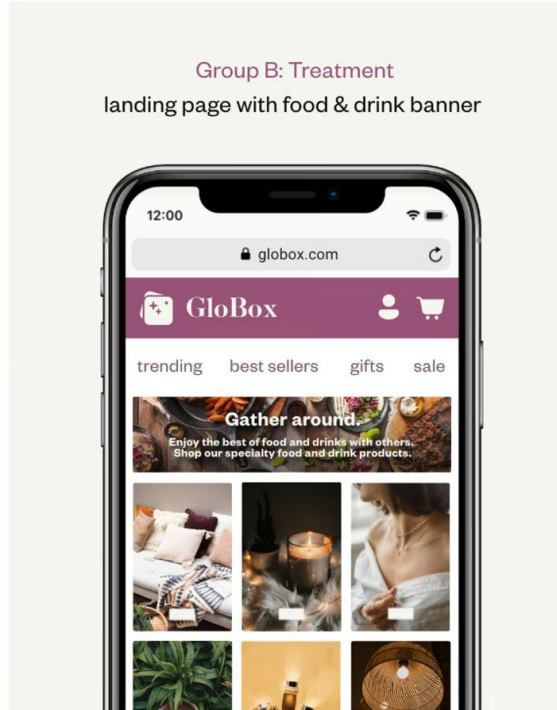
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# New Landing Page Design

Group A: Control  
existing landing page



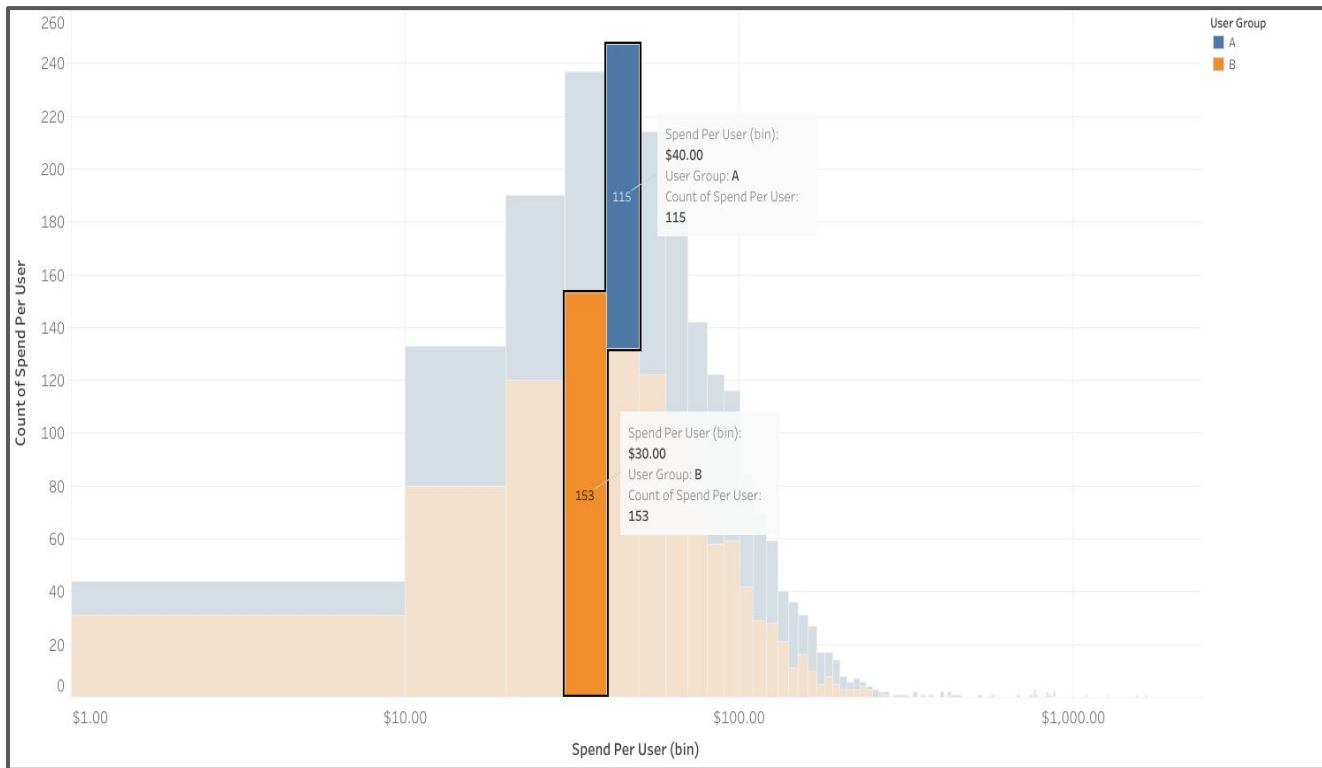
Group B: Treatment  
landing page with food & drink banner



**Goal:** Increase user conversion and revenue

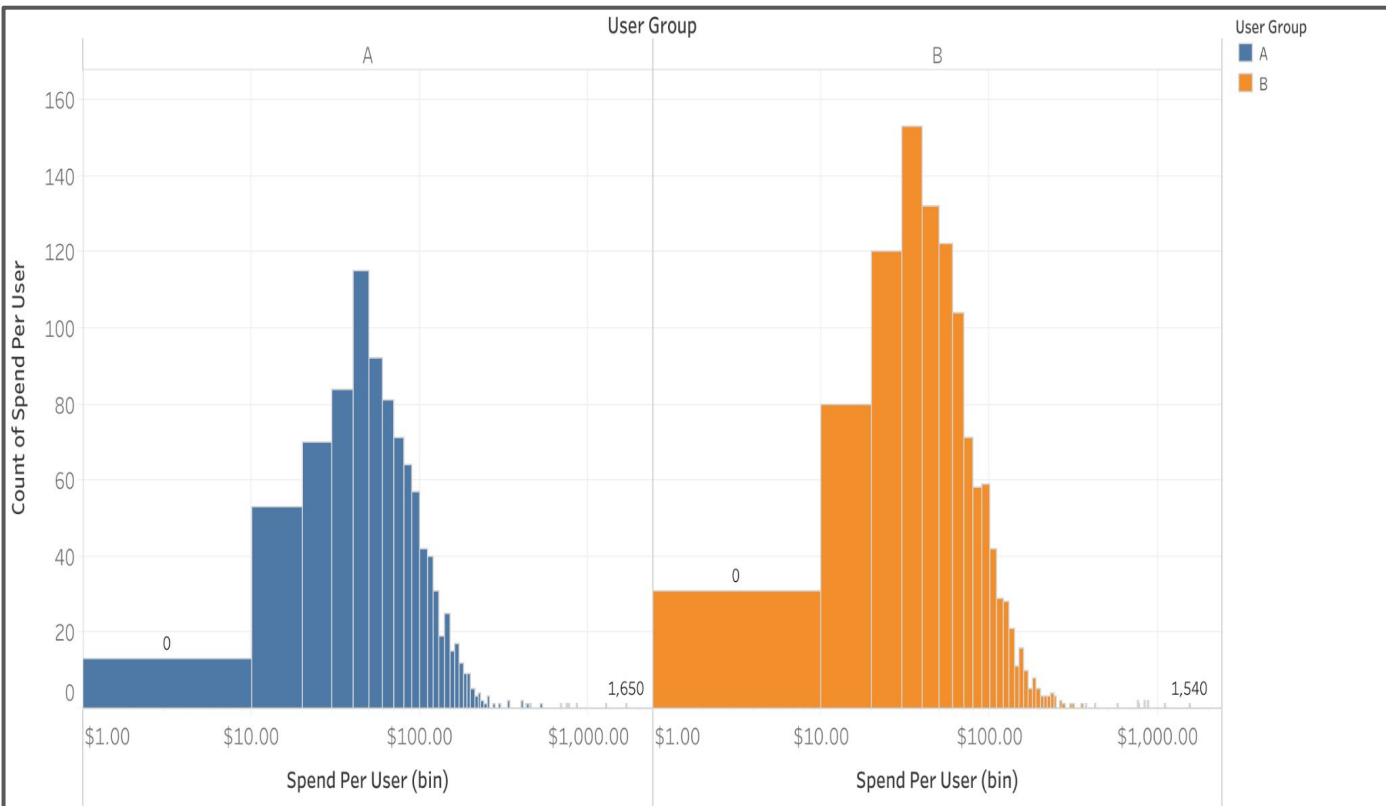
- A/B test with 49K users
- Mobile users only
- Duration of 13 days in Q1 2023
- Global coverage
- Group A is control and Group B the treatment sample
- Identified null values were substituted with non binary values

# Spend Frequency per Group (Insight A)



- Majority of Control group (A) spent between \$40 to \$50 (115 Users)
- Majority of Test group (B) spent between \$30 to \$40 (115 Users)

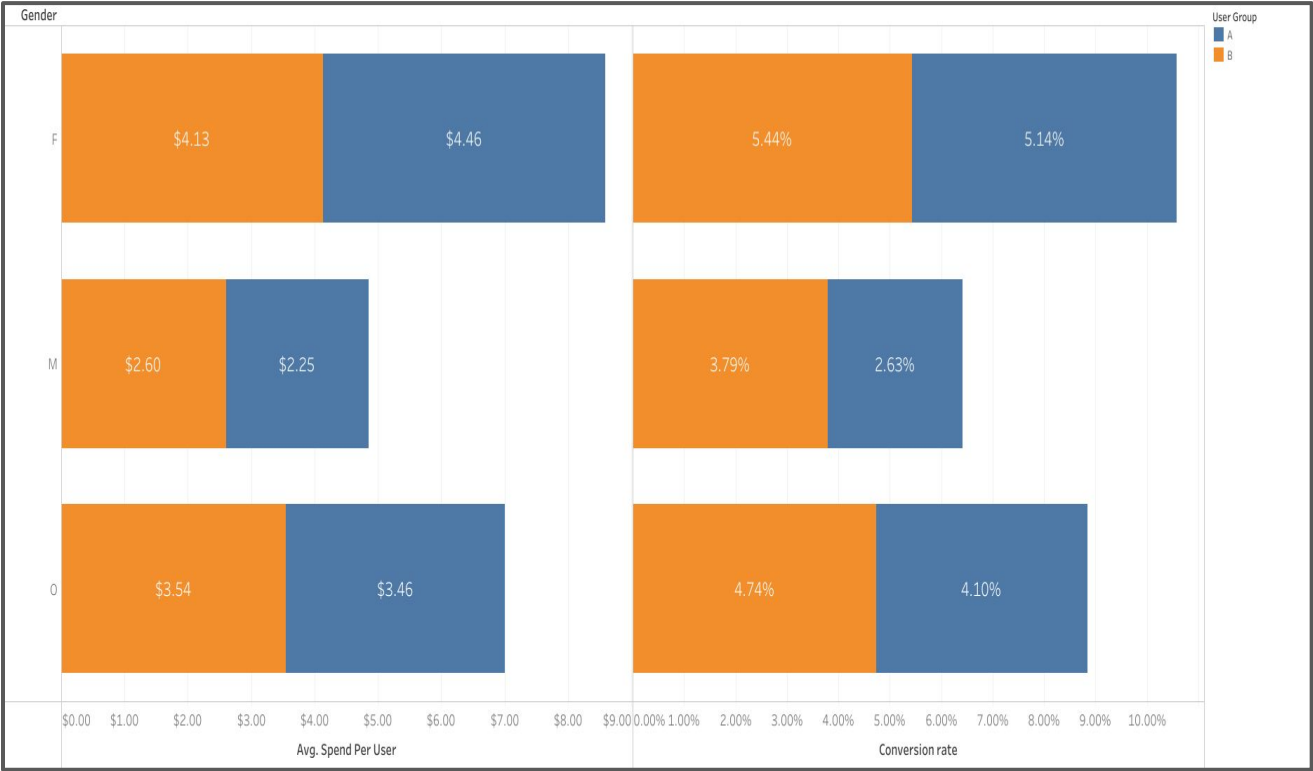
# Spend Frequency per Group (Insight B)



- Both groups have a similar spend trend

- Maximum spend for **test group** is \$1,540 against \$1,650 for the **control group**

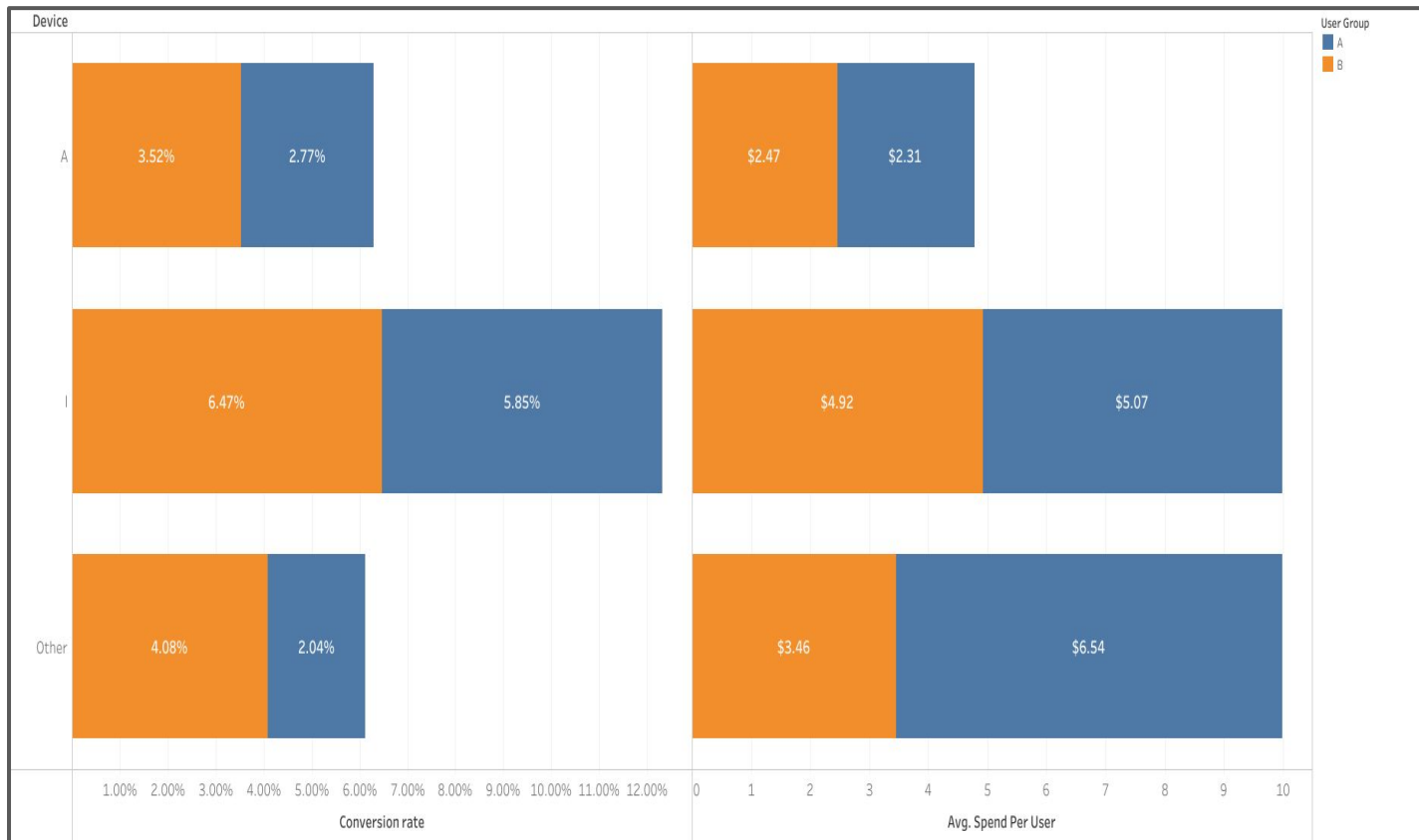
# Comparison by Gender



- Female category and had the highest activity level for both metrics but lowest in impact by new banner.
- The male group came out the least in both metrics across all genders but had a significant difference of about 44% in conversion rate due to the new banner.

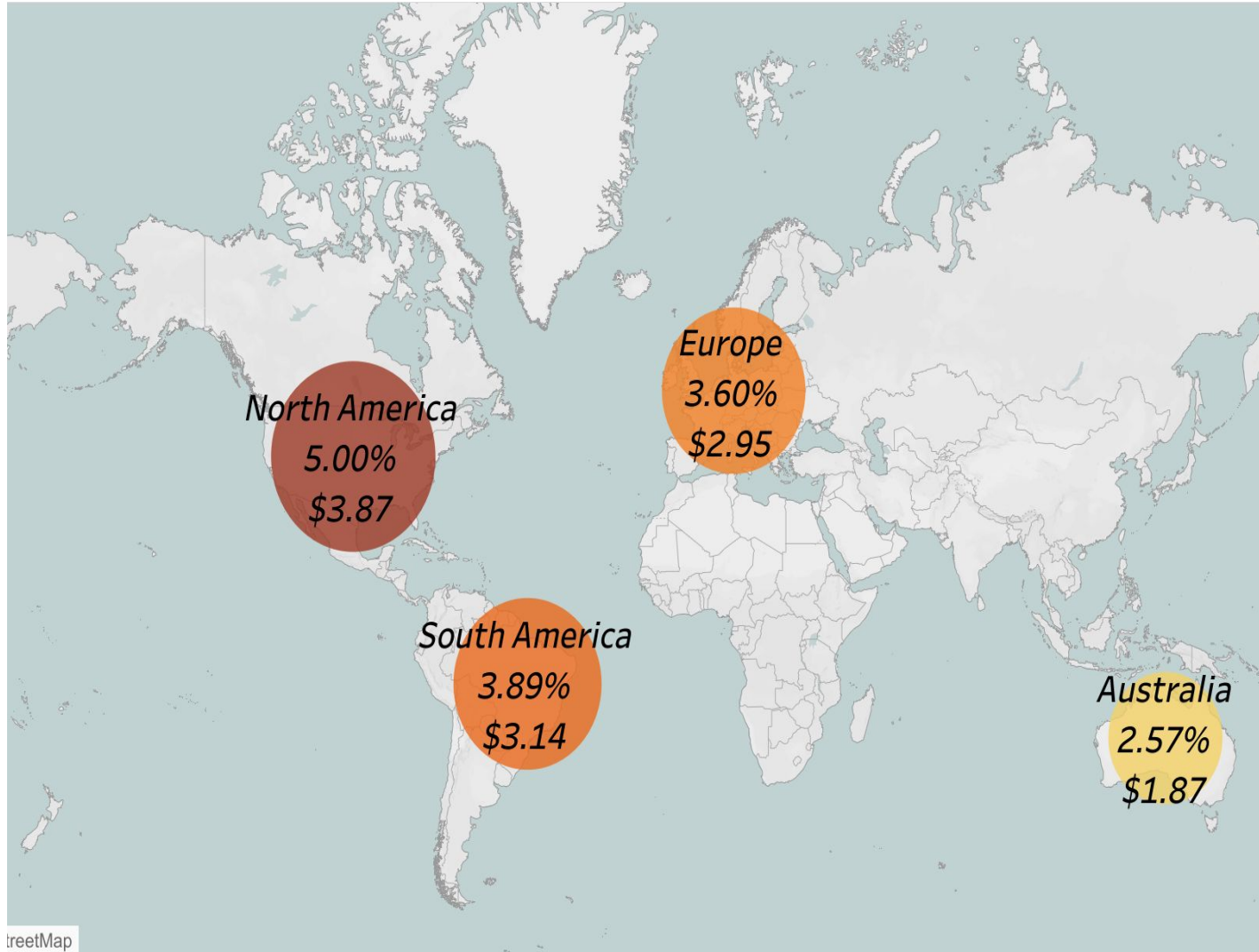
# Metrics Comparison by Device Type

- I (iOS) shows about 10% increase in conversion rate due to the banner
- Other device type shows a significant increase in both metrics when exposed to the new banner.
- A (Android) device type is the least affected by the new banner in both metrics



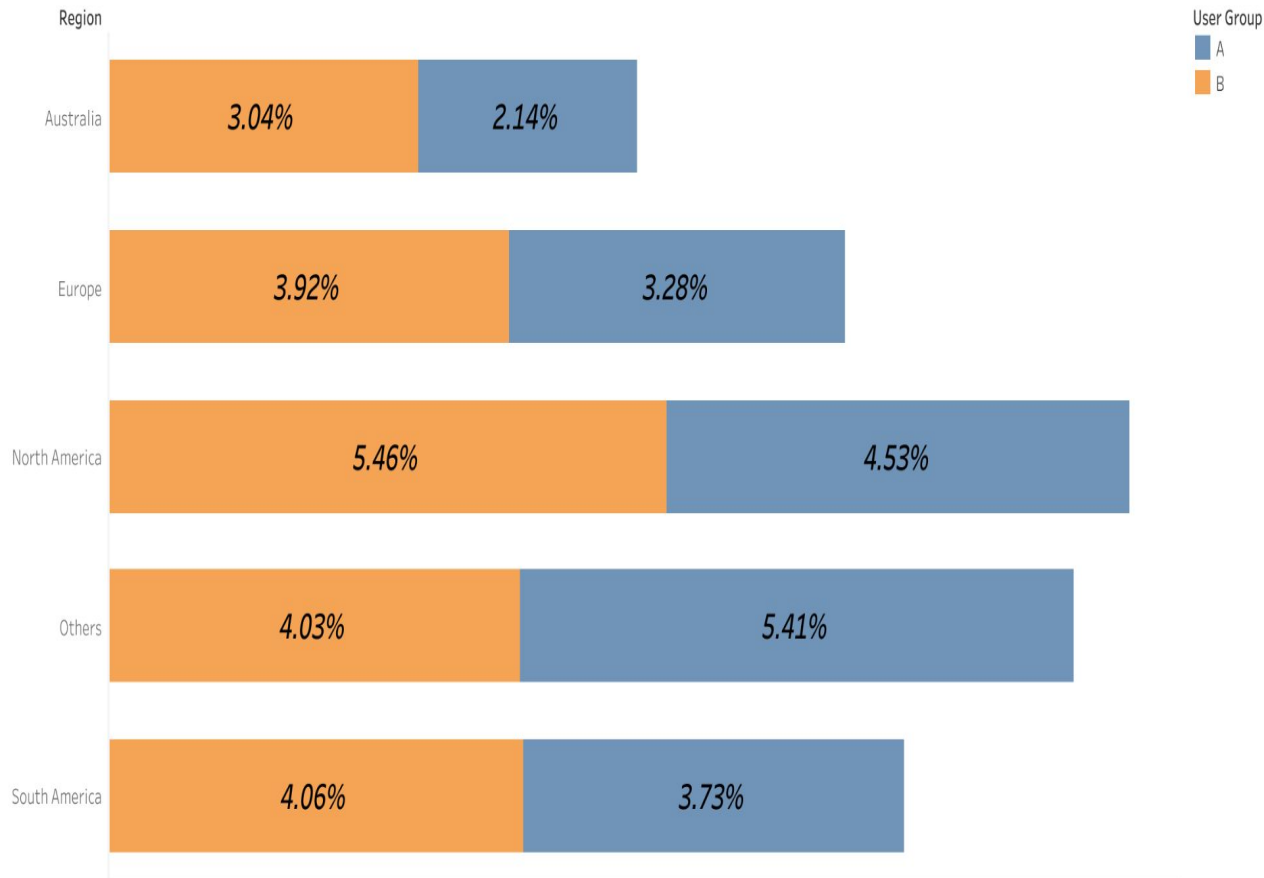
# Global Performance

- North America shows the highest activity level for both metrics
- Another target market for potential increase in average spend is South America



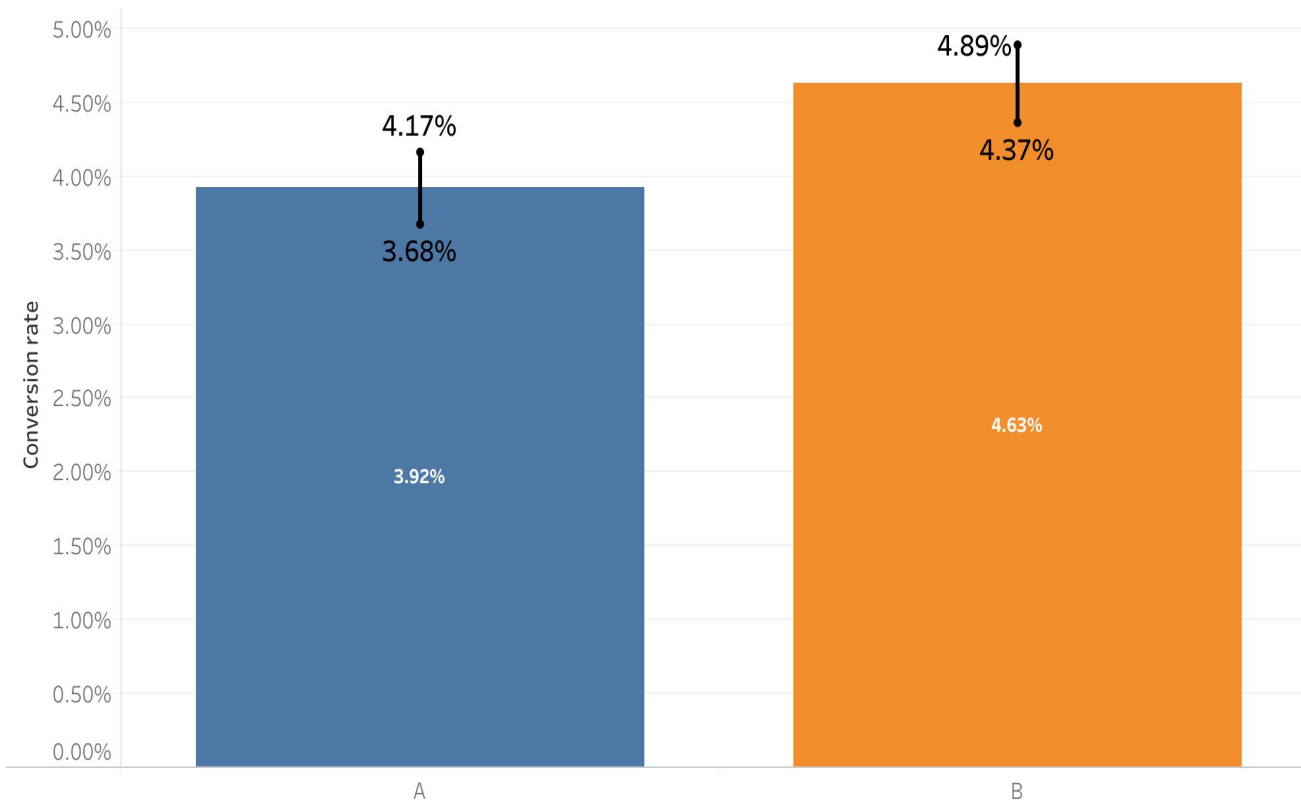
# Conversion Rate By Region

- Australia shows a significant increase of about 42% in conversion rate
- North America is still ranked amongst the top three regions in terms of user conversion alongside Europe.





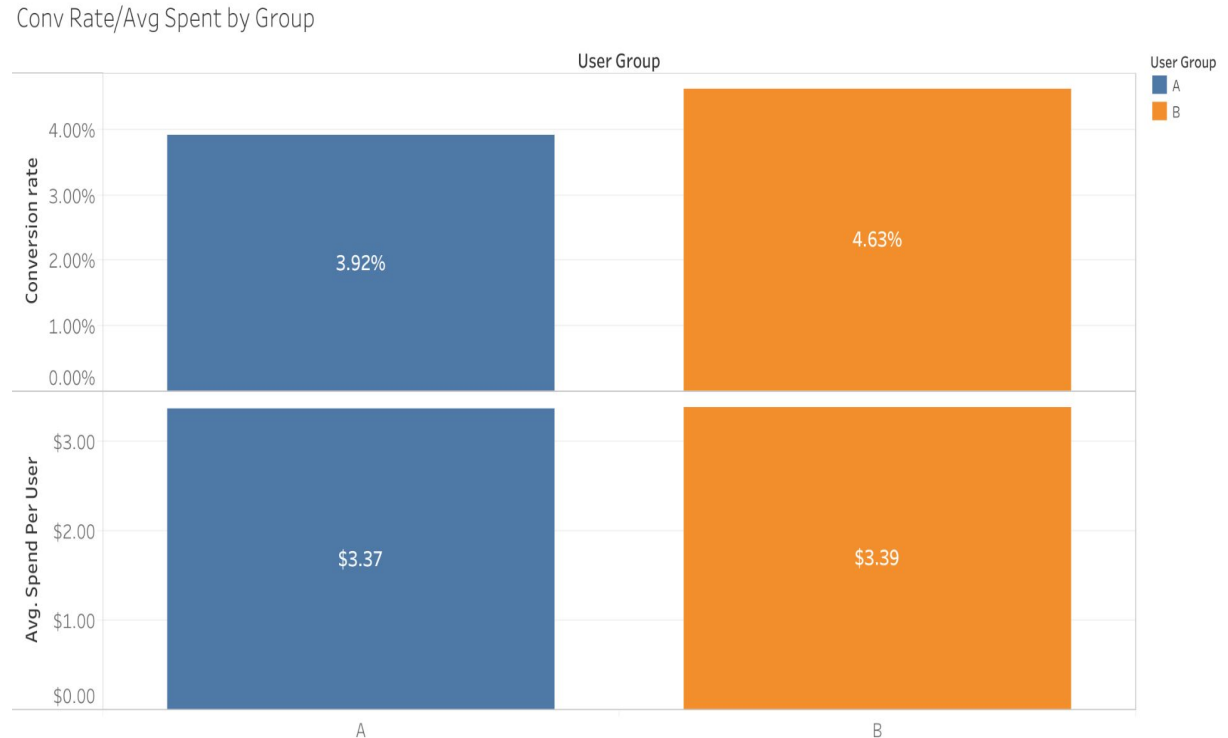
# Conversion Rate Is Increasing



- Strong evidence for conversion rate increase
- Test group had a higher conversion rate (small size sample)
- In the control group, we estimate an average conversion rate of 3.68% to 4.17%, whereas the test group is between 4.37% and 4.89%.

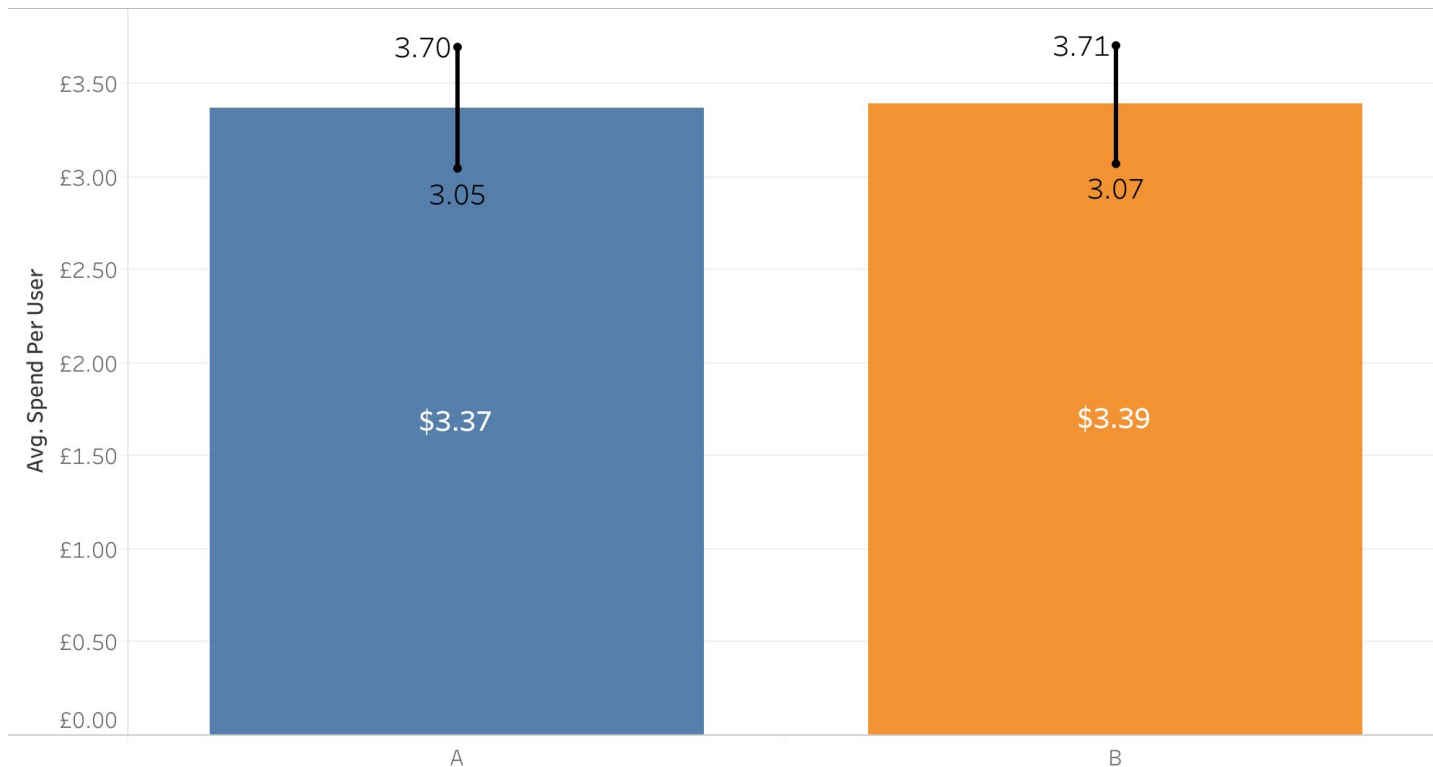
# Group Comparison: Conversion Rate and Average Spend per User

- A noticeable 18% advantage in conversion rate is apparent in favor of the new banner.
- Negligible difference in average spend between groups



# Any Impact On Average Spent?

- No strong evidence for sales increase
- Difference between both group is negligible
- In the control group, we estimate an average spend of \$3.05 to \$3.70 whereas the test group is between \$3.07 and \$3.71



## Next Steps

- Extend the test; assuming there is no added financial or service burden for the company.
- Refine the experience and run a new A/B test for improvement.
- Consider more research with a larger sample for precise analysis and resolution of identified user grouping .

THANK YOU