

RUNNING THE OFFER EXPERIMENT

A THE HOOK (RESULTS):		
SAMPLE SIZE	A	B
	2500	2500
INDUSTRY BENCHMARK	1%	1%
# OF PEOPLE WHO TOOK CALL TO ACTION	506	395
CTA RESULTS	20%	16%
PROCEED WITH HOOK:	A ✓	B Neither

B MVO (RESULTS):				
# EXPOSED TO MVO THROUGH HOOK		A	B	Total
		2269	2191	
# EXPOSED TO MVO THAT TOOK CTA		429	103	
CTA RESULTS				
THRESHOLD TO:	PROCEED	> 40%		
	PIVOT	< 10%		
	RUN MORE TESTS	> 20% < 11%		
RESULTS OF MVO EXPERIMENT:		Proceed	Pivot	Run more tests