

GLOBOX

A/B TEST

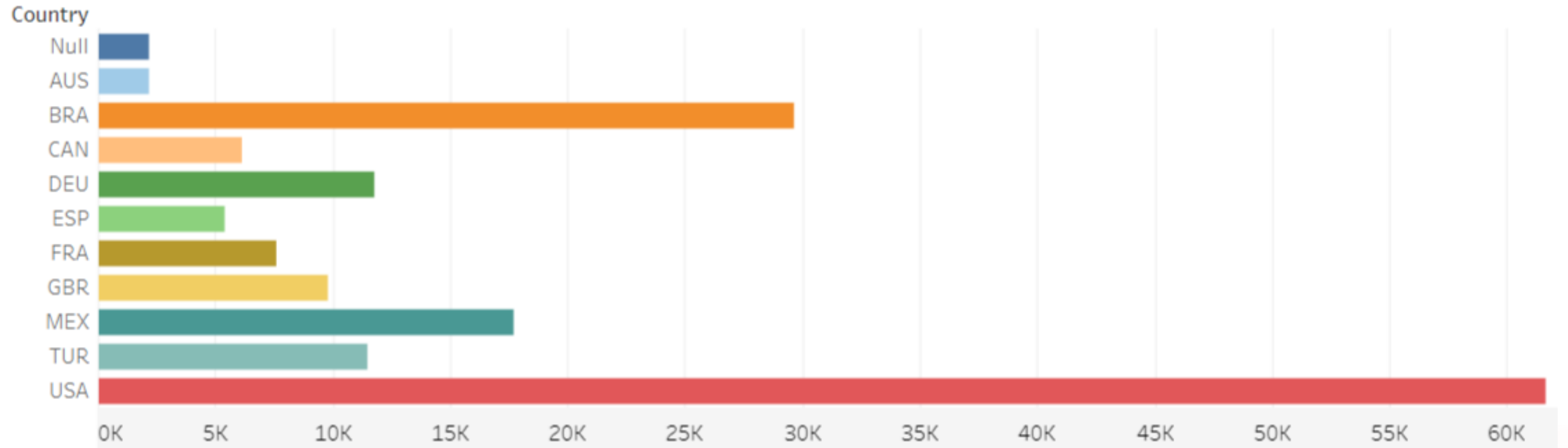
PLAN

- Overall information about data set
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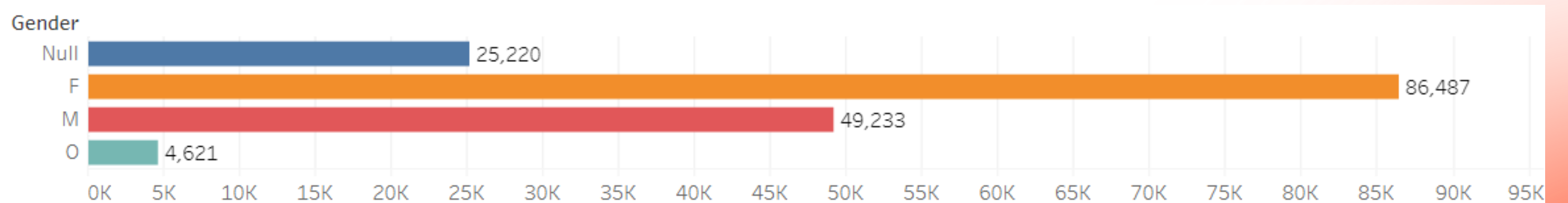
INFORMATION ABOUT DATA SET

- A/B test run for 12 days
- 2023-01-25 / 2023-02-06
- Countries: Australia, Brazil, Canada, USA, Germany, Spain, France, UK, Mexico, Turkey.
- The largest number of unique users in USA - 14772
- The least number of unique users in Australia - 1168
- The number of IOS users 18360. The number of Android users 30289.
- Number of transactions from IOS users 969. Number of transactions from Android users 812.

Spent by country



Spent by gender

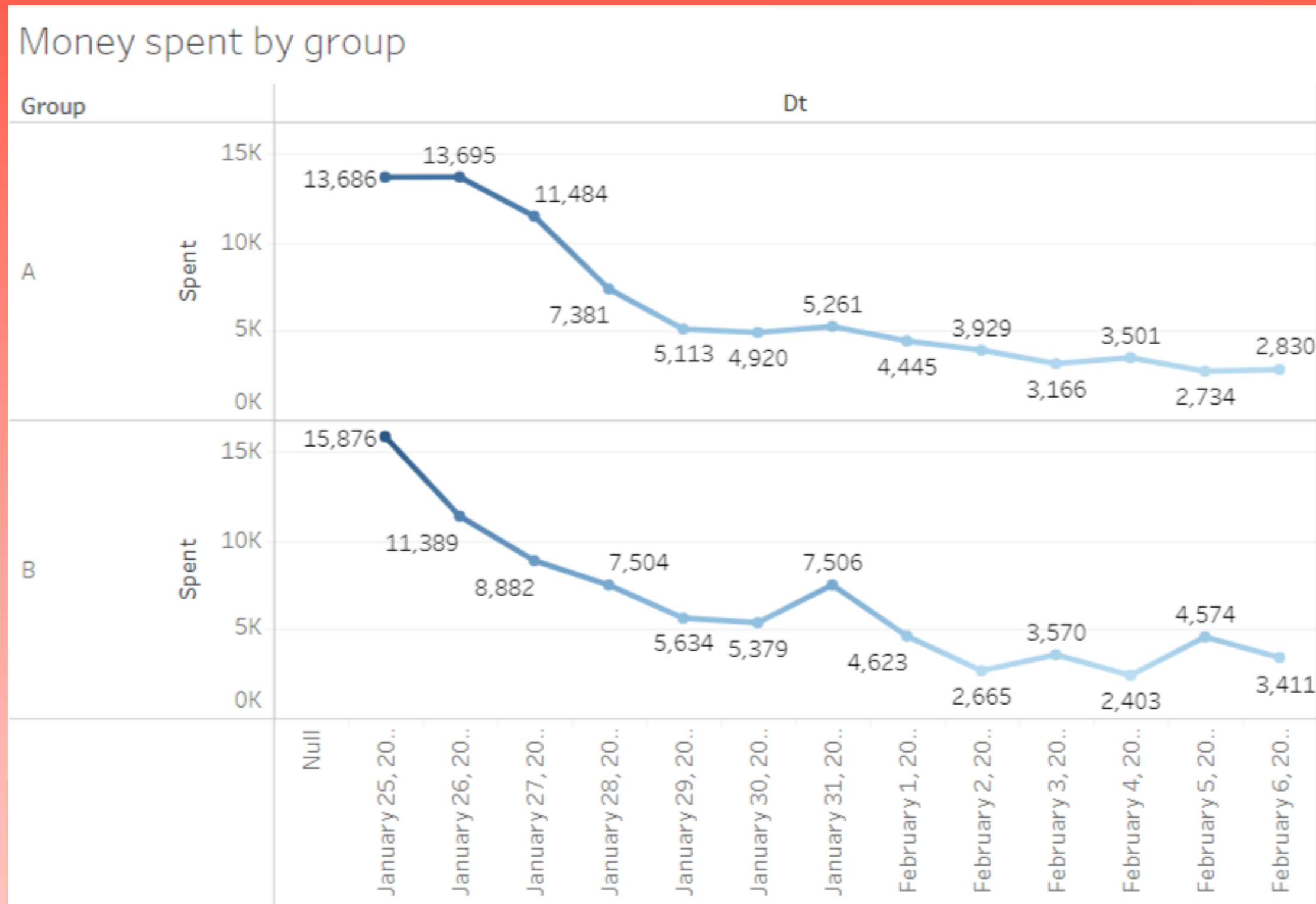


SUMMARY OF A/B TEST

"WE DIDN'T FIND A SIGNIFICANT
DIFFERENCE IN THE AVERAGE AMOUNT SPENT
PER USER BETWEEN THE CONTROL AND
TREATMENT GROUPS.

DURING THE A/B TEST, WE OBSERVED
THAT THE CONVERSION RATE IN THE
TREATMENT GROUP WAS HIGHER THAN
IN THE CONTROL GROUP.

WE DETERMINED THAT THIS DIFFERENCE WAS
STATISTICALLY SIGNIFICANT, INDICATING
THAT THE BANNER EXPERIENCE HAD A
POSITIVE IMPACT ON USER BEHAVIOR,
RESULTING IN INCREASED CONVERSIONS.



Based on these results, our recommendation is to launch the banner experience to all users on the mobile website.

CONCLUSION

- Our recommendation is to launch the banner experience to all users on the mobile website.
- However, we must consider the costs and resources required for implementation, as well as any potential long-term effects on user behavior and engagement.