

# E-News Express

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**A/B Testing: User Engagement and Conversion**

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# Executive Summary

## Should E-News deploy a new webpage design?

E-News Express found that their current landing page is decreasing user subscriptions. Before deploying a new design, they want to test the performance of their old design (n=50) against that of the new design (n=50) using a sample of randomly selected users viewing the page in either English, Spanish or French.

**Goals:**

1. Enhance user engagement
2. Increase conversion rate

**UPDATE**

New design  
increases  
engagement

**UPDATE**

New design  
increases  
conversion rate

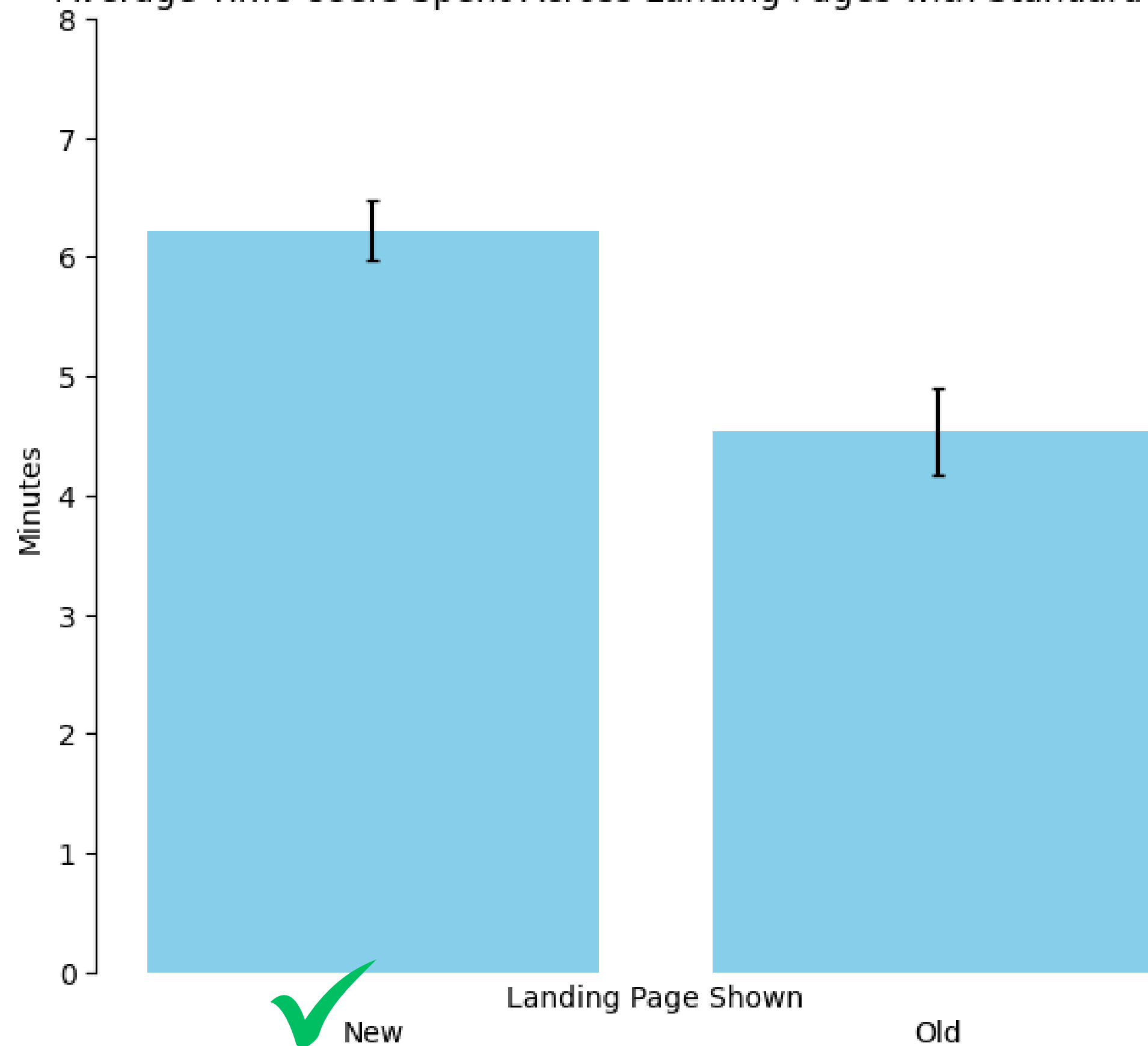
**UPDATE**

Engagement is  
similar across  
languages

**UPDATE**

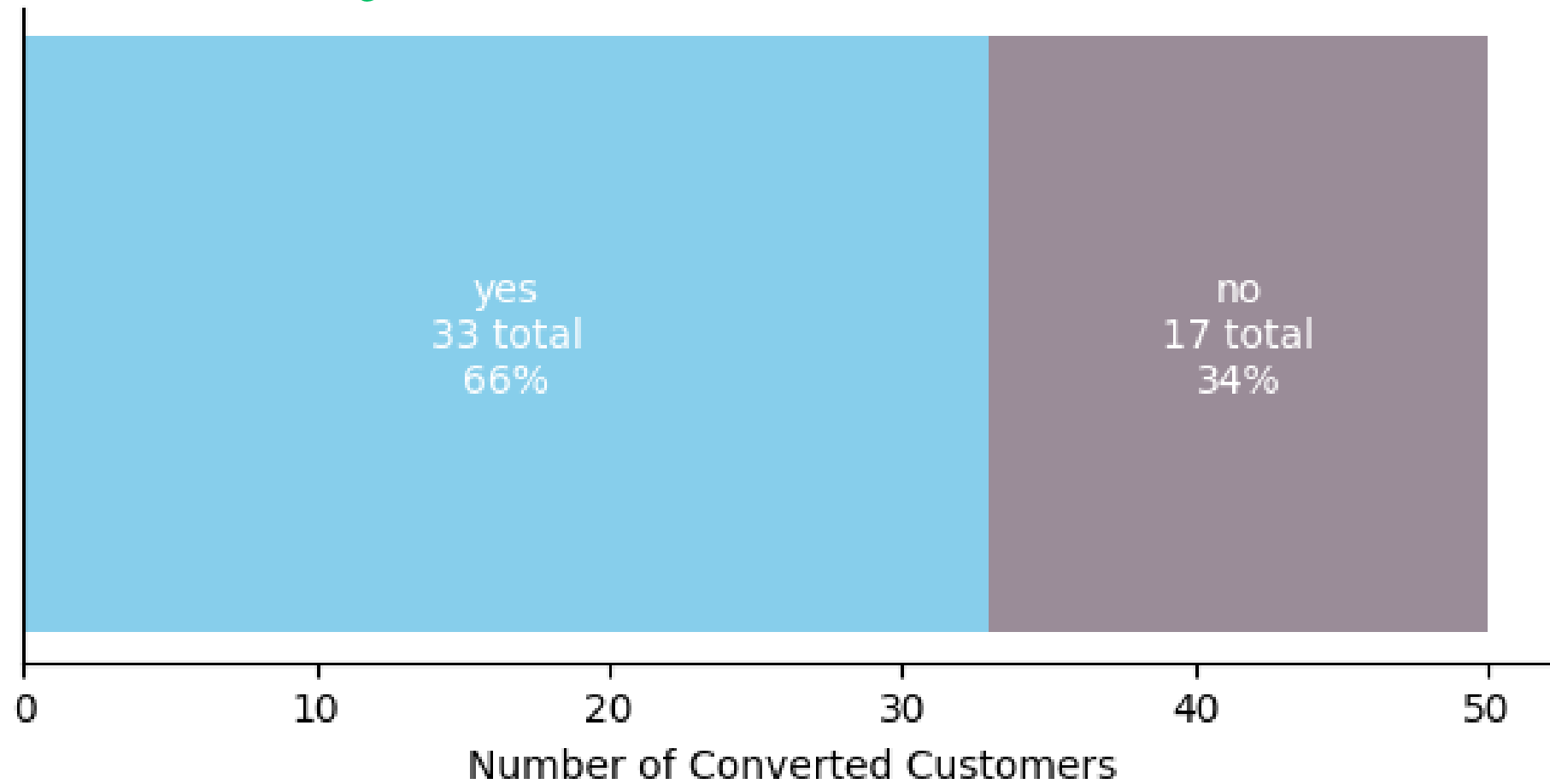
Conversion  
rate is similar  
across  
languages

Average Time Users Spent Across Landing Pages with Standard Errors

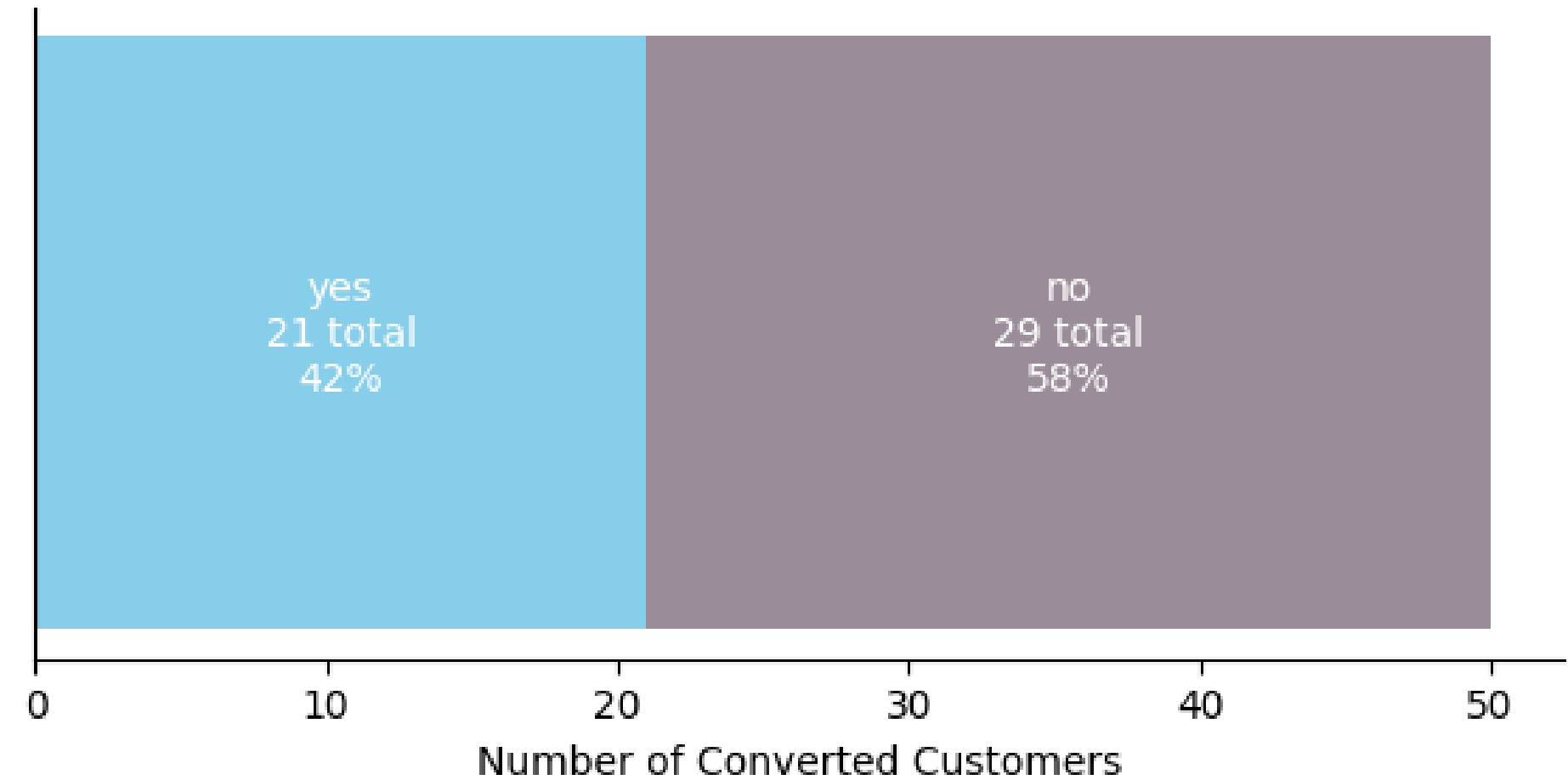




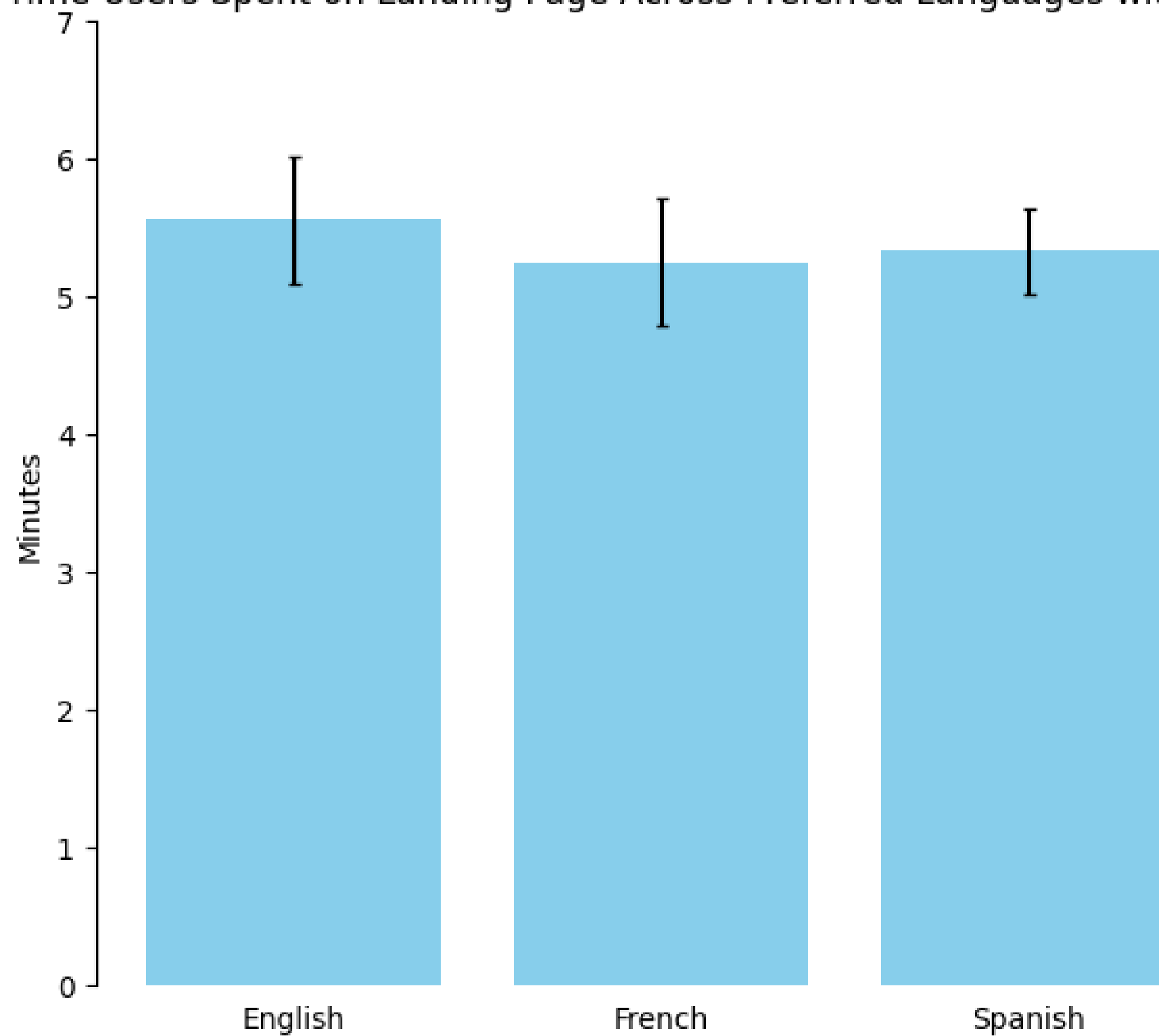
Conversion: New Landing Page

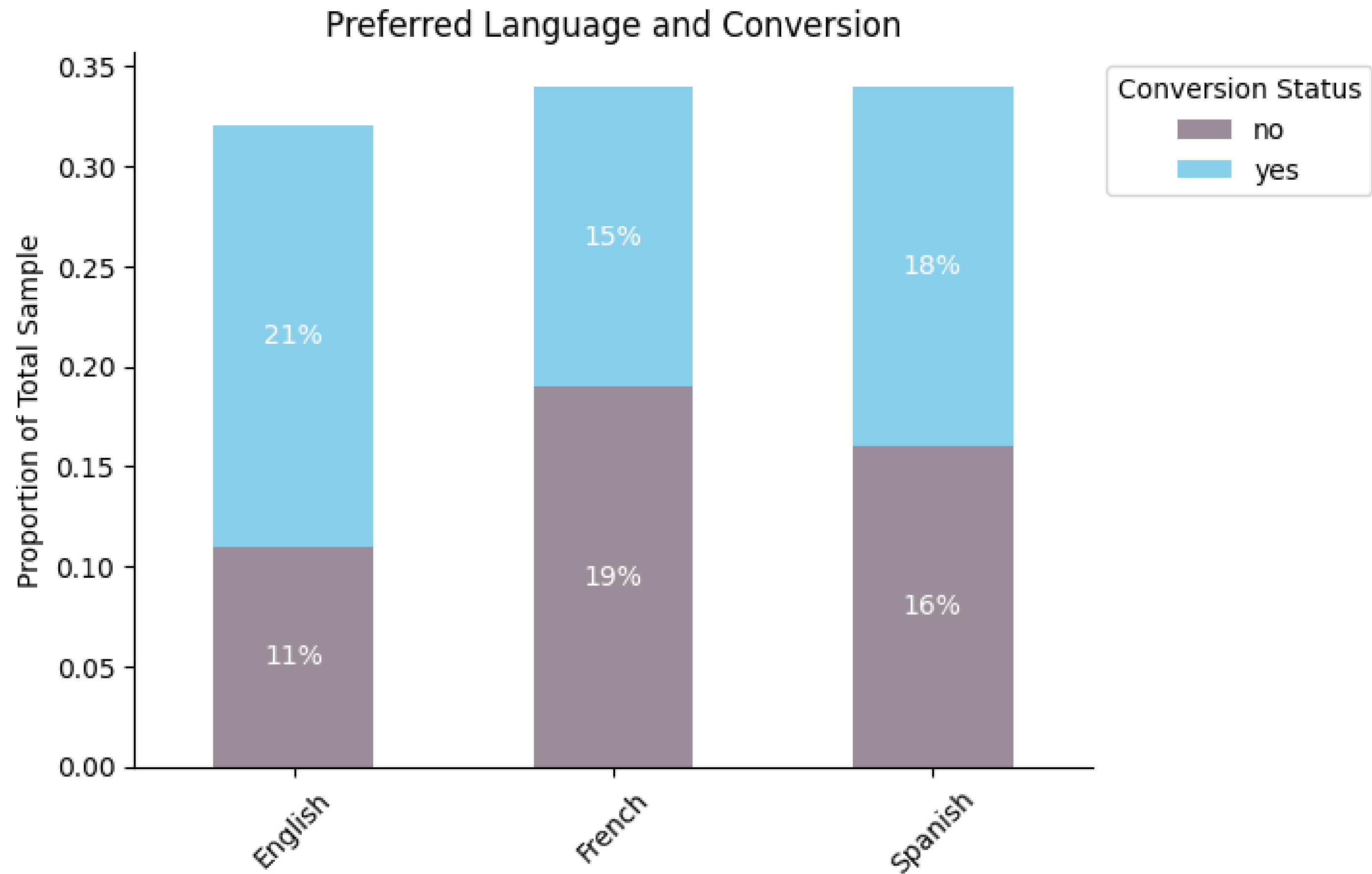


Conversion: Old Landing Page



Average Time Users Spent on Landing Page Across Preferred Languages with Standard Errors





# Summary & Recommendation

## Statistical Methods Used

1. One-tailed independent samples t-test,  $p = 0.00014$
2. Two proportions z test,  $p = 0.008$
3. One-way ANOVA,  $p = 0.065$
4. Chi square test of independence,  $p = 0.21$

**UPDATE**

**Deploy the new landing page in English, French, and Spanish.**