

Completion Rates

| Question | n Count | % |
|---------------------------------|---------|--------|
| 1. What are you looking for? | 500 | 100% |
| 2. What's your fit? | 475 | 95% |
| 3. What shapes do you like? | 380 | 80% |
| 4. What colors do you like? | 361 | 95% |
| 5. When was your last eye exam? | 270 | 74.79% |

- Questions 2 and 4 have the highest completion rates.
- Question 5 has the lowest completion rate. This is likely because the question is personal (medical detail) and is not related to 'style' of sun/eye glasses, given it is a style quiz.

Home Try On Funnel - Insights

| Quiz | Home Tried | % | Purchase | % |
|------|------------|-----|----------|-----|
| 1000 | 750 | 75% | 495 | 66% |

- **75%** of those who took the quiz tried on the glasses at home. **66%** of those who tried on the glasses at home went on to purchase the glasses.

Home Try On - Insights [A/B Testing]

| | A [3 Pairs] | B [5 Pairs] |
|------------|-------------|-------------|
| n Count | 379 | 371 |
| Purchase | 201 | 294 |
| % Purchase | 53.03% | 79.24% |

- **79%** of those who tried on 5 pairs went on to purchase in comparison to just **53%** who tried on 3 pairs. This is a **26 ppt** (percentage point difference) between the A and B group.
- **Recommendation:** Let people try on 5 pairs of glasses. This gives individuals a greater variety in choice and also leads to higher conversions for the company - win-win for the individual and the company.