

A/B test for "Black Friday" promotions

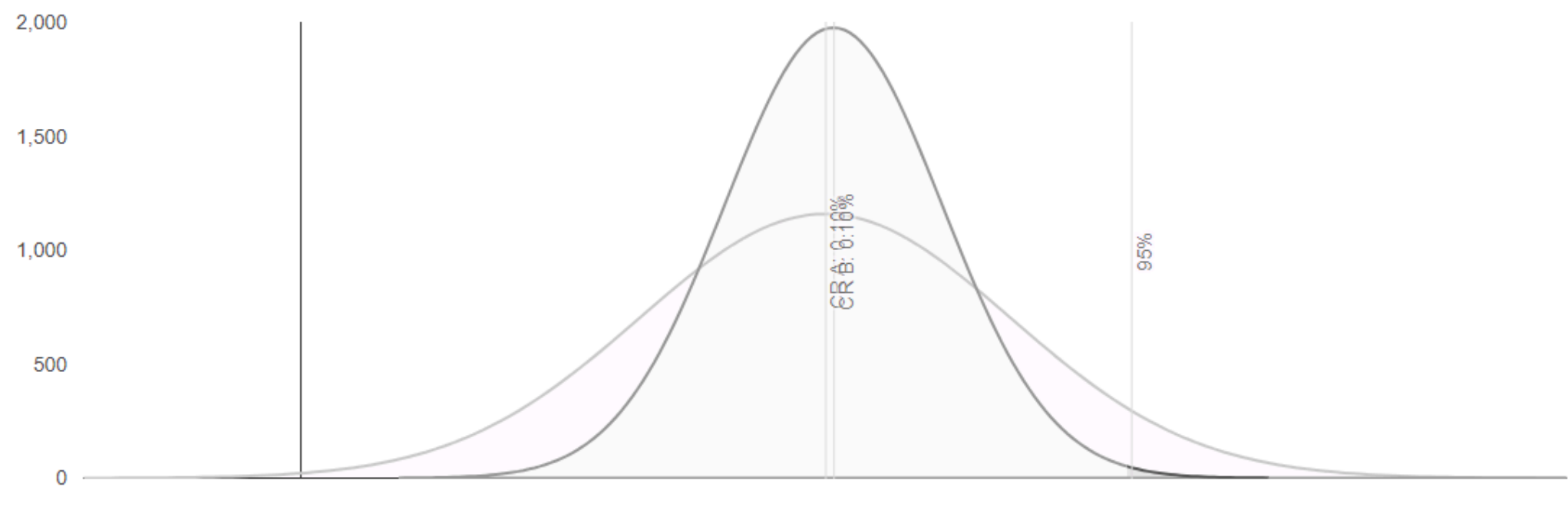
Campaign name	Impressions	Click on the Promotion	COVrate	Standart Error (std)
BlackFriday_V1	8220	8	0,10 %	0,03 %
BlackFriday_V2	24276	24	0,10 %	0,02 %

Z Score

0,032

P Value

0,487



Probability that
BlackFriday_v2 is
better than the
BlackFriday_1

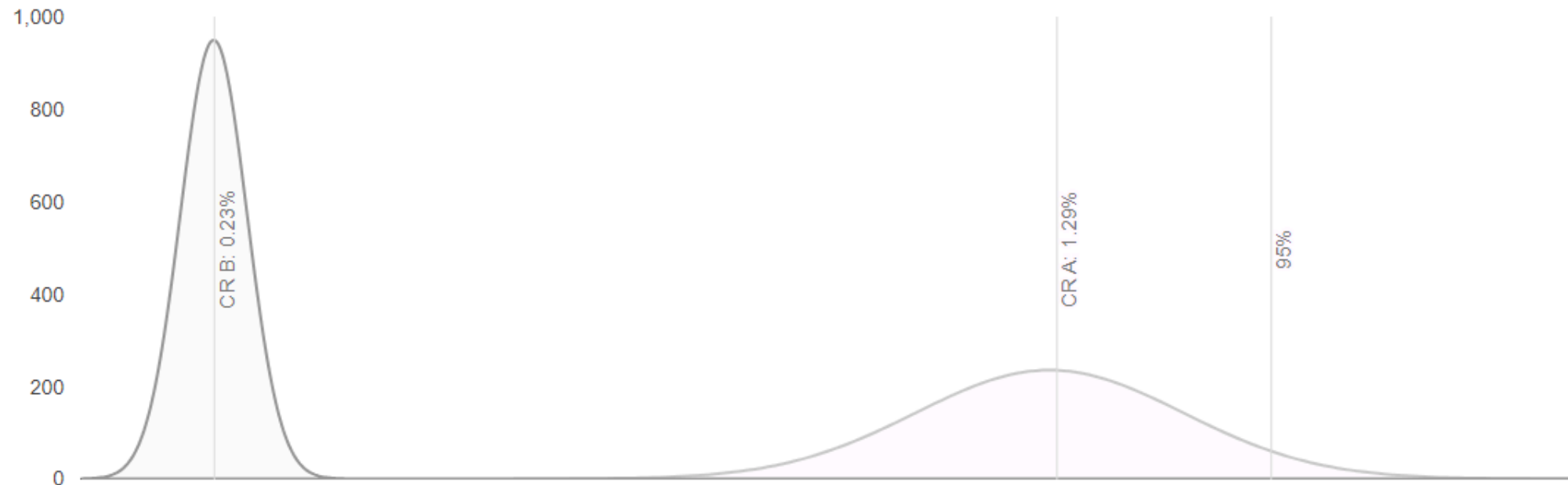
46.59%

The test result is not significant.

The observed difference in conversion rate (1.58%) isn't big enough to declare a significant winner. There is no real difference in performance between V1 and V2 or need to collect more data.

A/B test for "New Year" promotions

Campaign name	Impressions	Click on the Promotion	COVrate	Standart Error (std)
NewYear_V1	4430	57	1,29 %	0,17 %
NewYear_V2	13039	30	0,23 %	0,04 %



Z Score

-4,41

P Value

1,00

Probability that
NewYear_v2 is
better than the
NewYear_1

0.00%

Significant test result!

Variation V2 observed conversion rate (0.23%) was 82.12% lower than variation V1 conversion rate (1.29%). You can be 95% confident that this result is a consequence of the changes you made and not a result of random chance.