

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

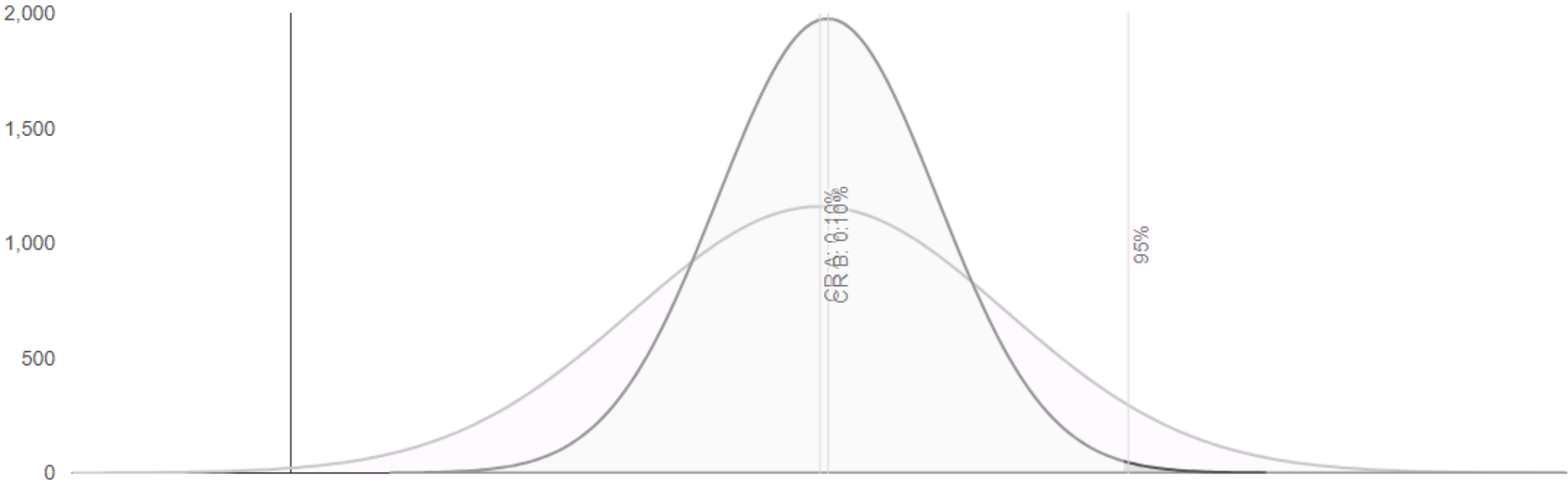
0,032

P Value

0,487

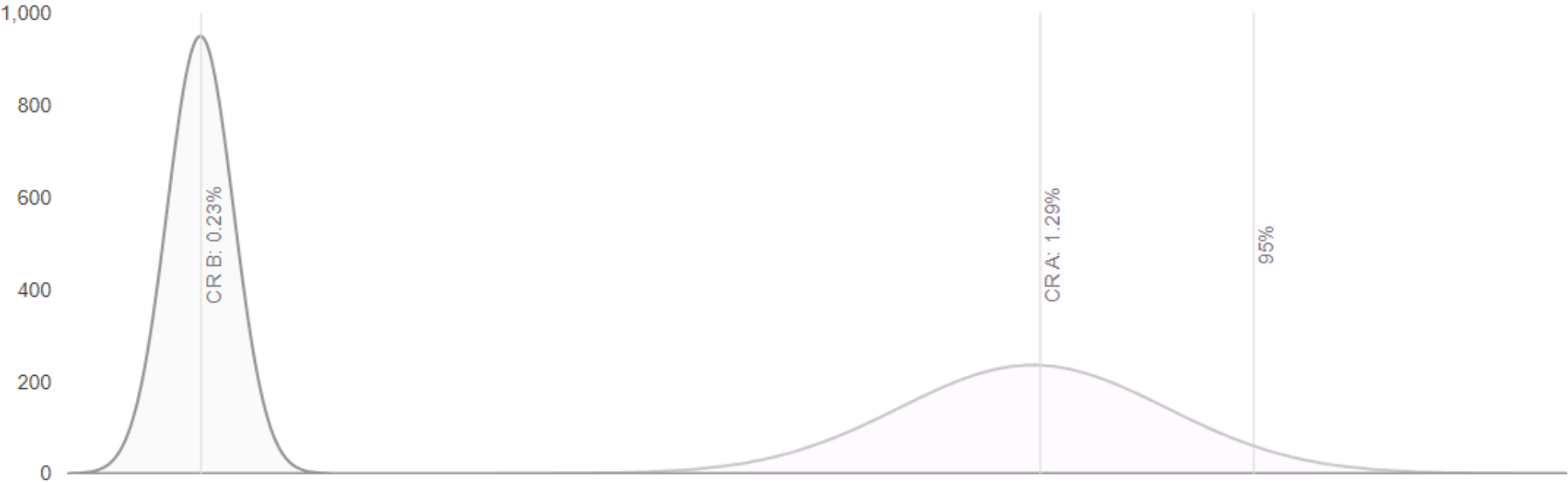
Probability that
BlackFriday_v2 is
better than the
BlackFriday_1

46.59%



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%