# A/B Testing Total Numbers

Select date range

abtest\_name

abtest\_group

country

platform

## 0 - Old Version

#### Race Funnel

100% (90,064) races started

99% (89,002) races\_completed

> **86%** (77,017) races\_won

**Total Session** 

7,528

Total Engagement Min.

95,546

Total Unique User

2,105

App Remove Rate Avg. Game FPS

46

0.22

Secs per Session

762

Total Secs per User

2,723

44%

Total App Remove

932

Crit. Game FPS per Ro... Rounds per Session

12.1

**Total App Crashes** 

794

**Ad Impression Count** 

17,421

Ad Impression Value

\$32.45

## 1 - New Version

**Total Session** 

6,680

Total Engagement Mi...

70,614

Race Funnel

**100%** (41,636) races started

**95%** (39,614) races\_completed

> **75%** (31,296) races\_won

Total Unique User

2,002

Total Secs per User

2,116

Secs per Session

634

Total App Remove

909

App Remove Rate

45%

Avg. Game FPS

47

Total App Crashes

666

Rounds per Session

14

Crit. Game FPS per Ro...

0.21

**Ad Impression Count** 

13,695

Ad Impression Value

\$34.81

Aug 13

Aug 12



Aug 7

Aug 8

Aug 9

Aug 10

Aug 11

abtest\_name

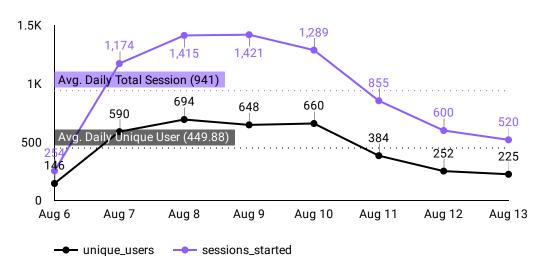
abtest\_group

country

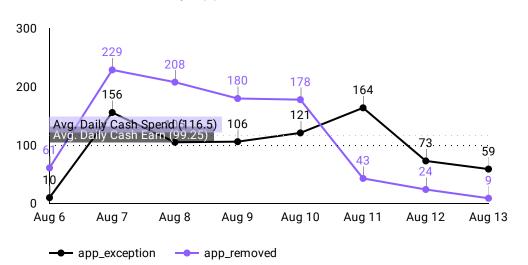
platform

## 0 - Old Version

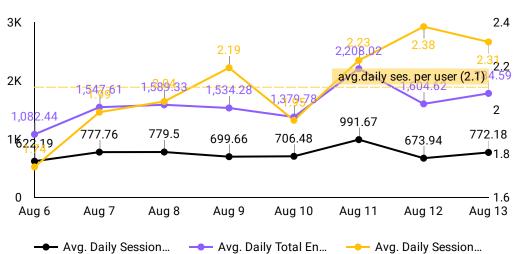
#### Daily Unique User & Total Session



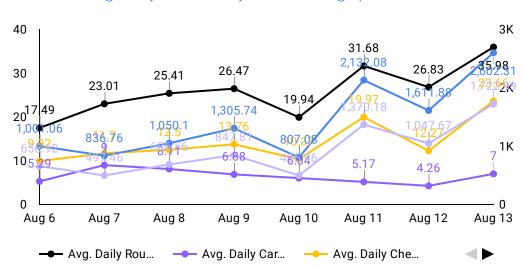
#### Daily App Removes & Crashes



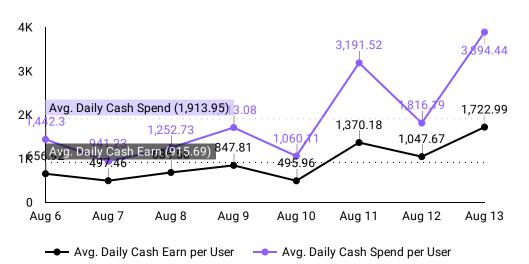
## Daily Engagement Times



## Avg. Daily Round Plays and Earnings per User

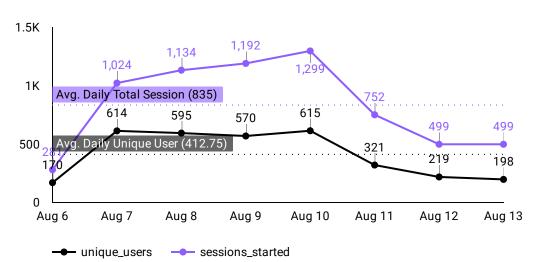


## Avg. Daily Cash Earning & Spend per User

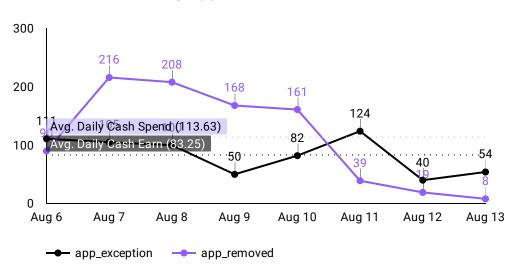


## 1 - New Version

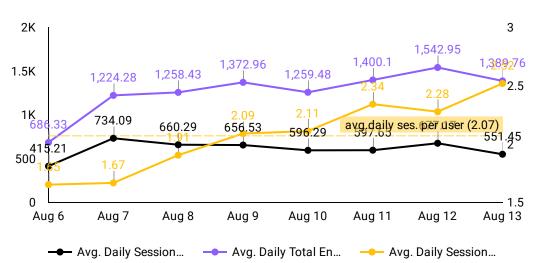
#### Daily Unique User & Total Session



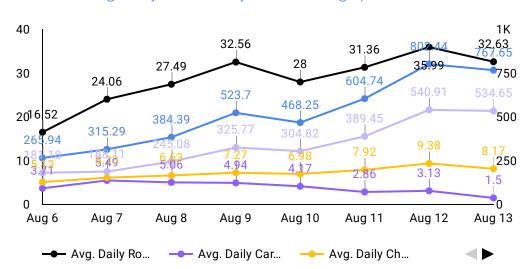
#### Daily App Removes & Crashes



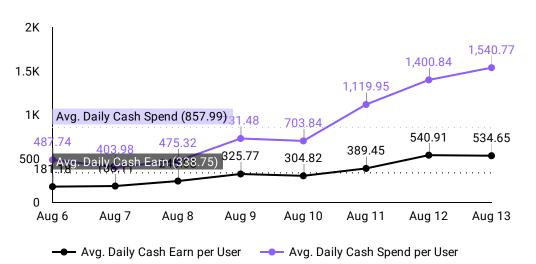
#### Daily Engagement Times



### Avg. Daily Round Plays and Earnings per User

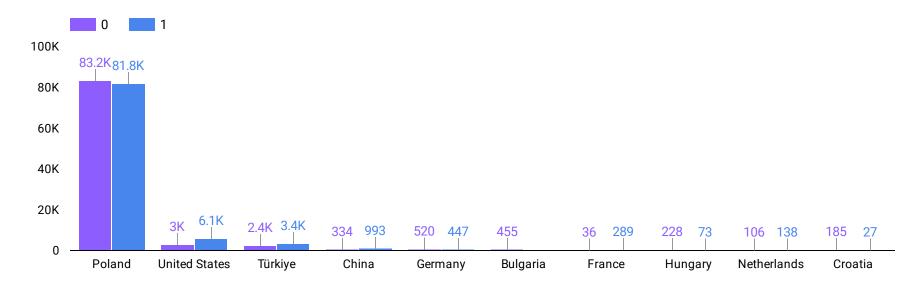


## Avg. Daily Cash Earning & Spend per User

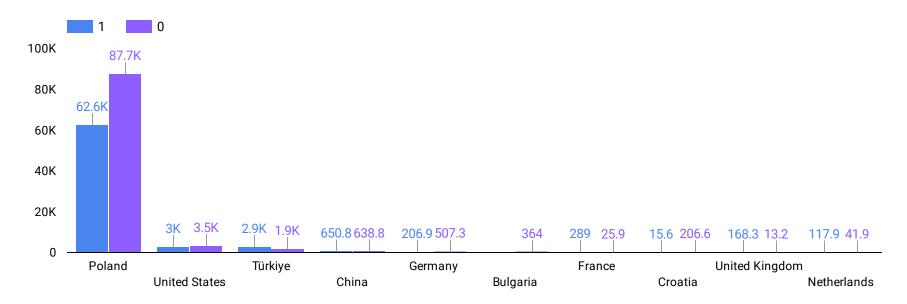


# A/B Testing Country Breakdown

## Total Round Plays



## Total Play Minutes



## Ad Revenues by County



## Remove App Rates

