

MuscleHub Results



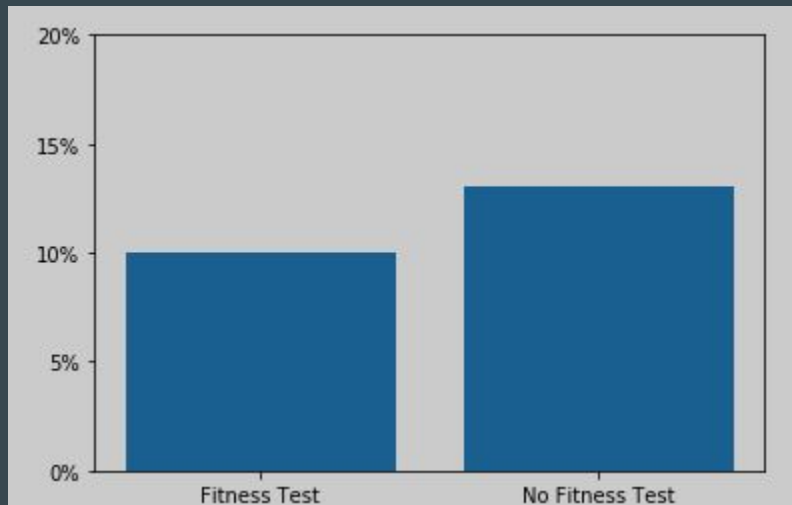
Erikson Olsen

A/B Test

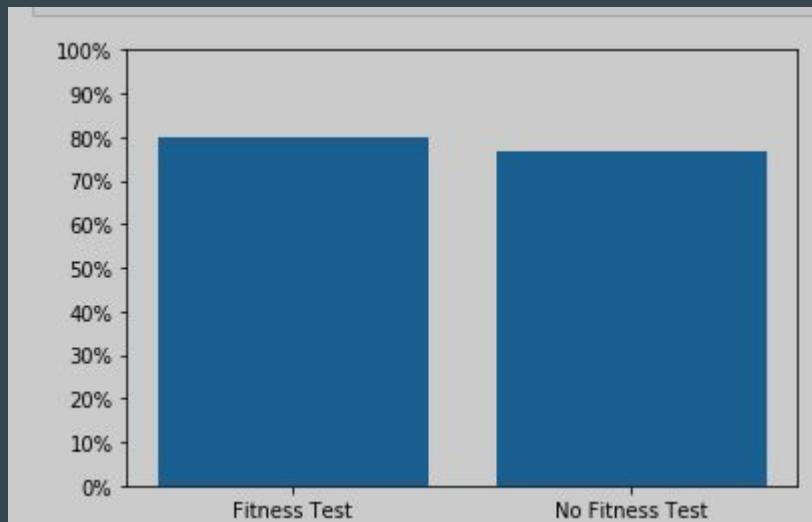
- Test group was split into two groups:
 - Those who took a fitness test and those that did not
- Test was to see which group ended with more successful signups.

Data Summary

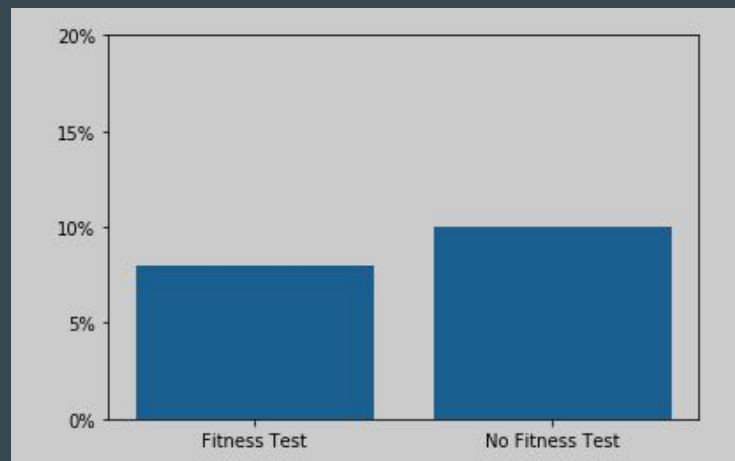
% Buy After Application



% Apply



% Buy Overall



Results

- More applications with fitness tests purchased a month's membership, but more overall completed the purchase that did not take the test
- More applications were submitted by those that did not take the test as well.
- This would have skewed the data slightly in that the final groups were not equal (the majority being in the group of non-test applicants).
- A One-Tailed T-stat was used since Sigma is technically unknown, and the goal was to see which group out purchased the other.

Qualitative Summary

- Visitors were split on whether test was a positive or negative
- Some felt it was too extreme, some enjoyed it
- By making it optional, both parties would benefit

Recommendation

- There is potentially a significant difference between the two groups
- Those without applications can be said to be more likely to purchase a membership
- The recommendation would be to not require a test but to have it as an option available to new inquiries. This would allow the capture of a larger portion of the potential market while still following the course of most probable purchase.