



# A/B Testing for Eniac



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## **How can we show one version to a selected group of users and another version to a different group?**

- Random assignment (50/50 split)
- Stratifying groups
- Device specific version (Phone/PC )
- Source based versions (Ads, Email, Social Media Platforms, etc.)

## Which metric should we choose to compare the different versions?



Conversion Rate

% Desired  
Action  
(purchase)

Click-Through-Rate

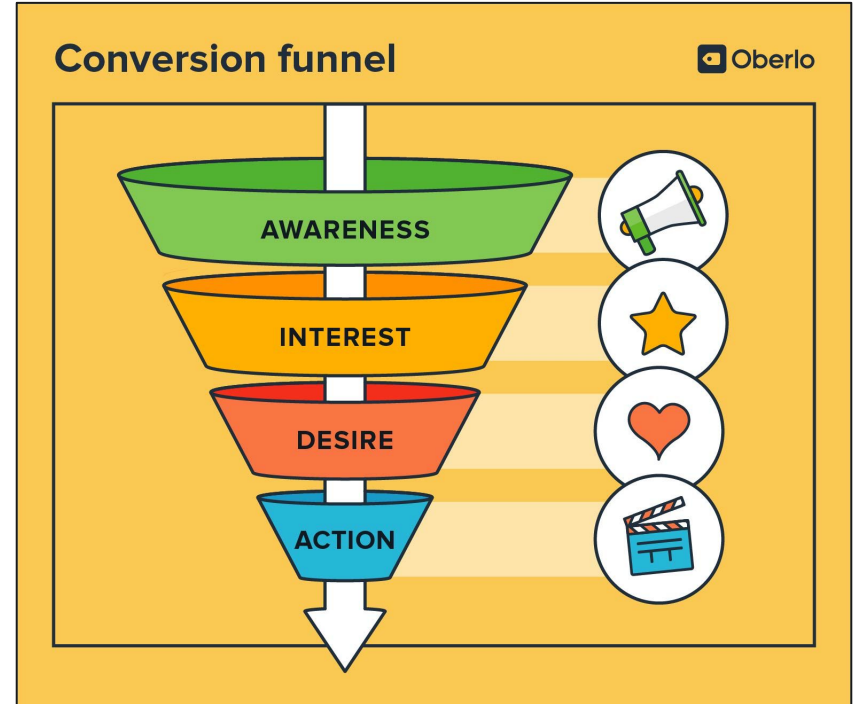
% Clicked on  
product  
(button)

Engagement Matrix

% Time Spent  
on page  
(feature  
usage)

Revenue per user

Revenue  
generated by  
users (by  
group)



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 Thank you!  
Questions? 