

# Ex 3.7: Highlight to ... Combined

## HYPOTHESIS:

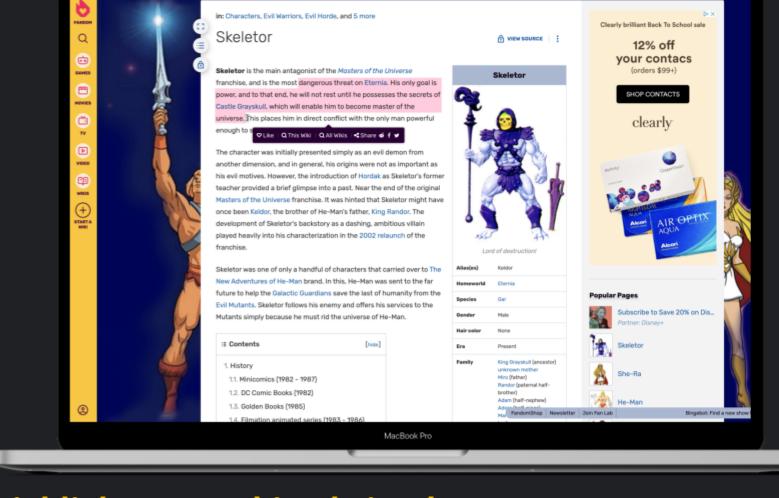
Users who are shown the most popular articles browsed by those who had visited the current page will click on these suggestions and visit a new page.

## EXPERIMENT OUTCOMES:

- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

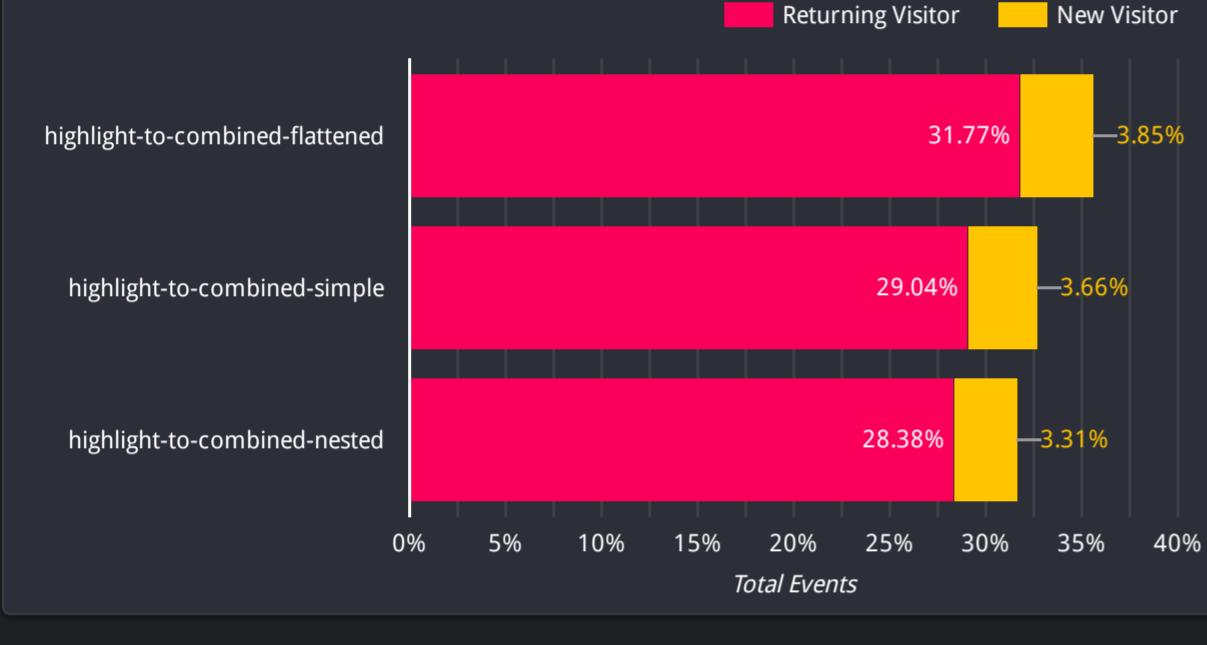
## MVP Variant:

24.20%(highlight-to-combined-simple)



**highlight-to-combined-simple**

## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
1. highlight-to-combined-nested	4.36
2. highlight-to-combined-simple	4.35
3. highlight-to-combined-flattened	4.35

## Share of total events in each vertical

Vertical	Impressions	clicks	Clicks/I...
1. games	3,560,796	304,715	8.56%
2. tv	672,524	71,404	10.62%
3. anime	603,877	64,409	10.67%
4. movies	275,197	28,249	10.27%
5. books	142,416	17,810	12.51%
6. comics	135,503	13,295	9.81%
7. lifestyle	100,405	8,319	8.29%
Grand total	5,541,853	512,881	9.25%

## Sessions in each device category

Device	Source	Users	Sessions per user
1. desktop	google	866,692	3.64
2. desktop	(direct)	35,772	2.61
3. mobile	(direct)	322	2.14
4. mobile	google	5,053	2.56
5. tablet	google	342	2.3
6. tablet	(direct)	23	2.09

## Device Benchmark (Nov 2 - Nov 8)

Device	Pages / Session
1. desktop	3.76
2. tablet	3.36
3. mobile	2.41

**Avg. Engagement  
3.30 %**

# Ex 3.x: Highlight to Action

## HYPOTHESIS:

Users who are shown the most popular articles browsed by those who had visited the current page will click on these suggestions and visit a new page.

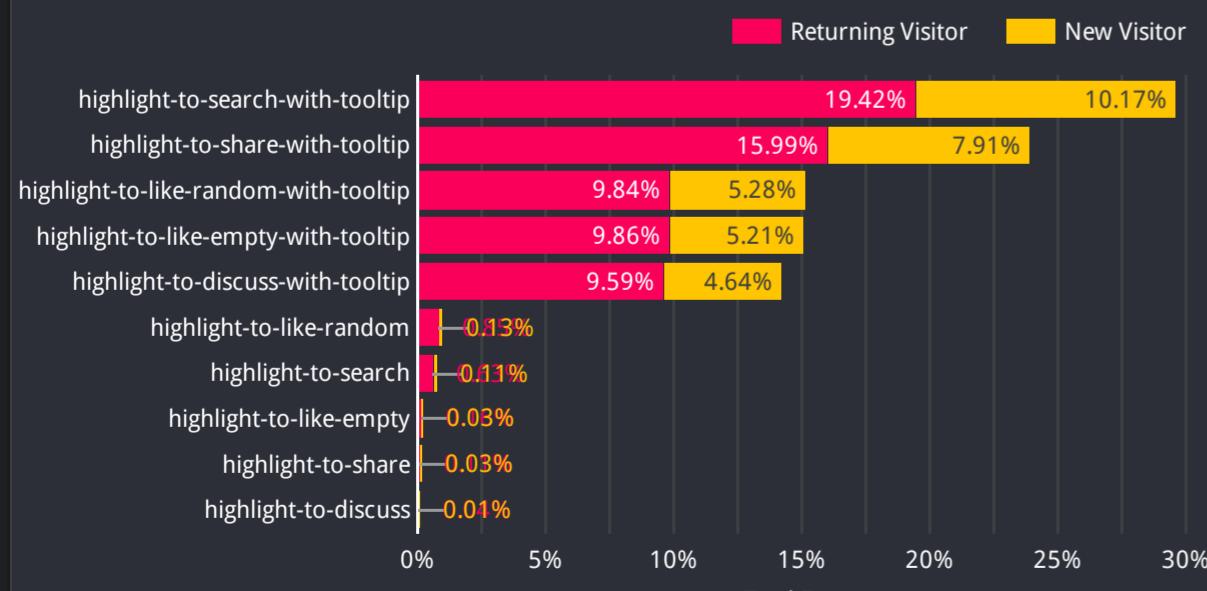
## EXPERIMENT OUTCOMES:

- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

## MVP Variant : Highlight to Like

**Highlight to Like**

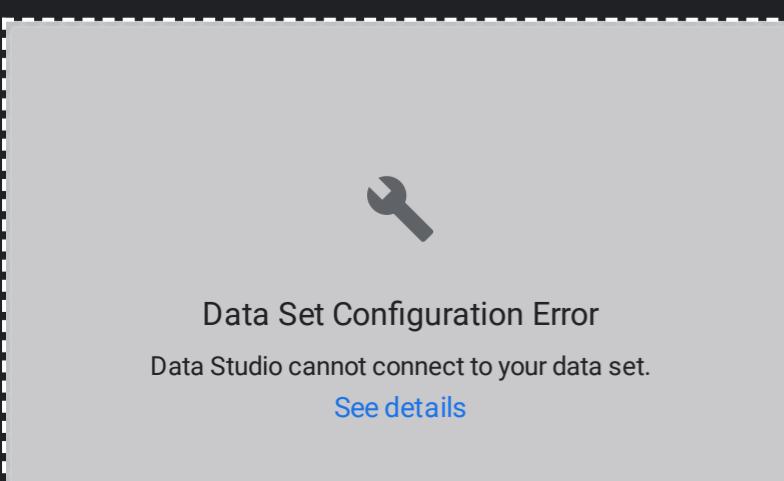
## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
1. highlight-to-search	7.27
2. highlight-to-like-random	7.27
3. highlight-to-share	7.22
4. highlight-to-like-empty	7.14
5. highlight-to-discuss	7.08
6. highlight-to-discuss-with-tooltip	6.58
7. highlight-to-like-empty-with-tooltip	6.2
8. highlight-to-like-random-with-tooltip	5.91
9. highlight-to-search-with-tooltip	5.68
10. highlight-to-share-with-tooltip	5.49

## Share of total events in each vertical



## Sessions in each device category

Device	Source	Users	Sessions per user	Pages / Session
1. desktop	(direct)	354,240	1.28	3.75
2. desktop	google	6,067,153	2.12	3.98
3. mobile	google	53,318	1.54	6.69
4. mobile	(direct)	4,264	1.26	5.05
5. tablet	google	2,585	1.22	8.87
6. tablet	(direct)	263	1	8.46

## Device Benchmark (Sep 1 - Sep 30)

Device	Pages / Session
1. desktop	3.75
2. tablet	3.28
3. mobile	2.41

# EX 4.x: Sharing Subheading

## HYPOTHESIS:

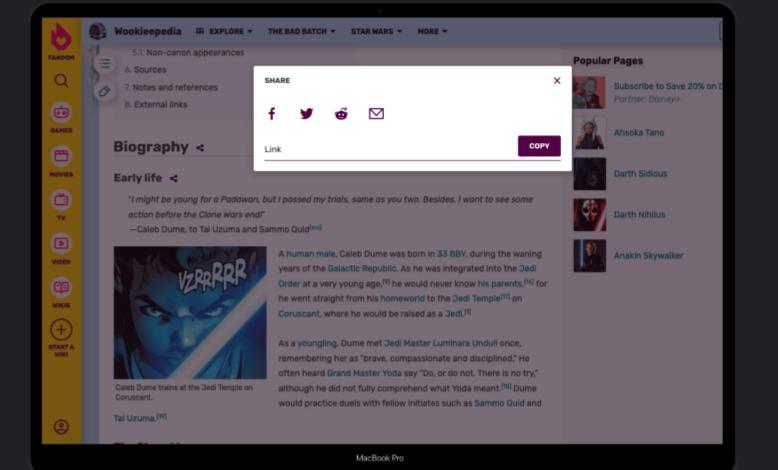
Users who are shown the most popular articles browsed by those who had visited the current page will click on these suggestions and visit a new page.

## EXPERIMENT OUTCOMES:

- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

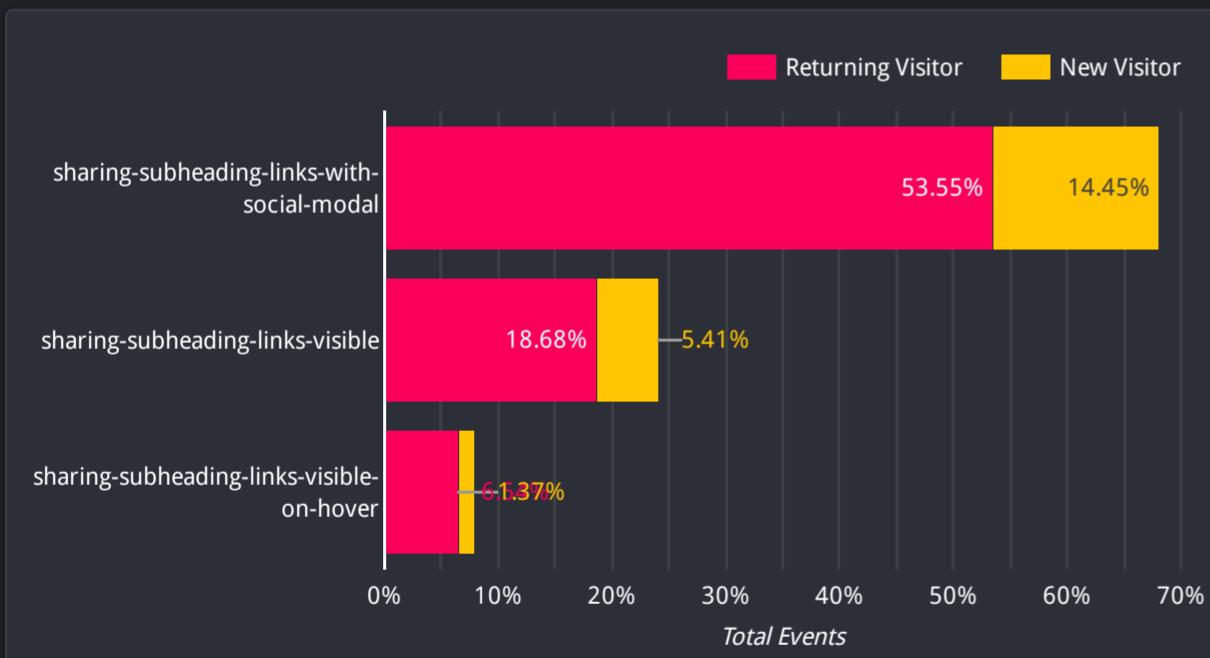
## MVP Variant:

0.58 % (Visible modal) & 0.58% (Links with social modal)



## Links with social modal

### Share of total clicks in each variant



### Pages/Session in each variant

Variant	Pages / Session
sharing-subheading-links-with-social-modal	4.2
sharing-subheading-links-visible	4.18
sharing-subheading-links-visible-on-hover	4.17

### Share of total events in each vertical

Vertical	Loaded	Clicks	Clicks/...
1. games	11,731,965	19,281	0.16%
2. tv	2,059,765	3,898	0.19%
3. anime	2,027,001	2,909	0.14%
4. movies	807,168	1,223	0.15%
5. comics	373,611	594	0.16%
6. books	338,338	663	0.2%
7. lifestyle	323,051	1,016	0.31%
<b>Grand total</b>	<b>17,821,813</b>	<b>29,888</b>	<b>0.17%</b>

### Sessions in each device category

Device	Source	Users	Sessions per user
1. desktop	google	2,691,432	4.22
2. desktop	(direct)	111,824	2.74
3. mobile	google	19,966	3.12
4. mobile	(direct)	1,602	2.52
5. tablet	google	816	2.29
6. tablet	(direct)	94	1.99

### Device Benchmark (Sep 20 - Sep 28)

Device	Pages / Session
1. desktop	3.78
2. tablet	3.28
3. mobile	2.41

Avg. Engagement  
0.40% and 0.49%

# Ex 16.1: Others Like You Were Interested In...

## HYPOTHESIS:

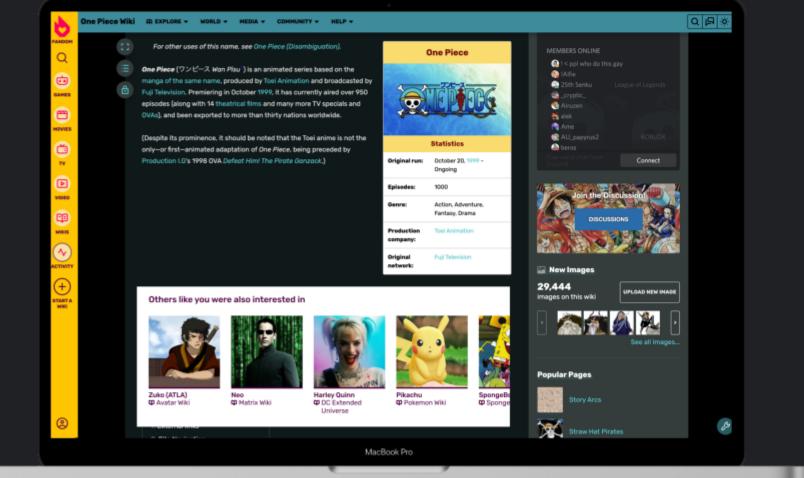
Visitors who are shown the most popular articles browsed by those who had visited the current page will click on these suggestions and visit a new page.

## EXPERIMENT OUTCOMES:

- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

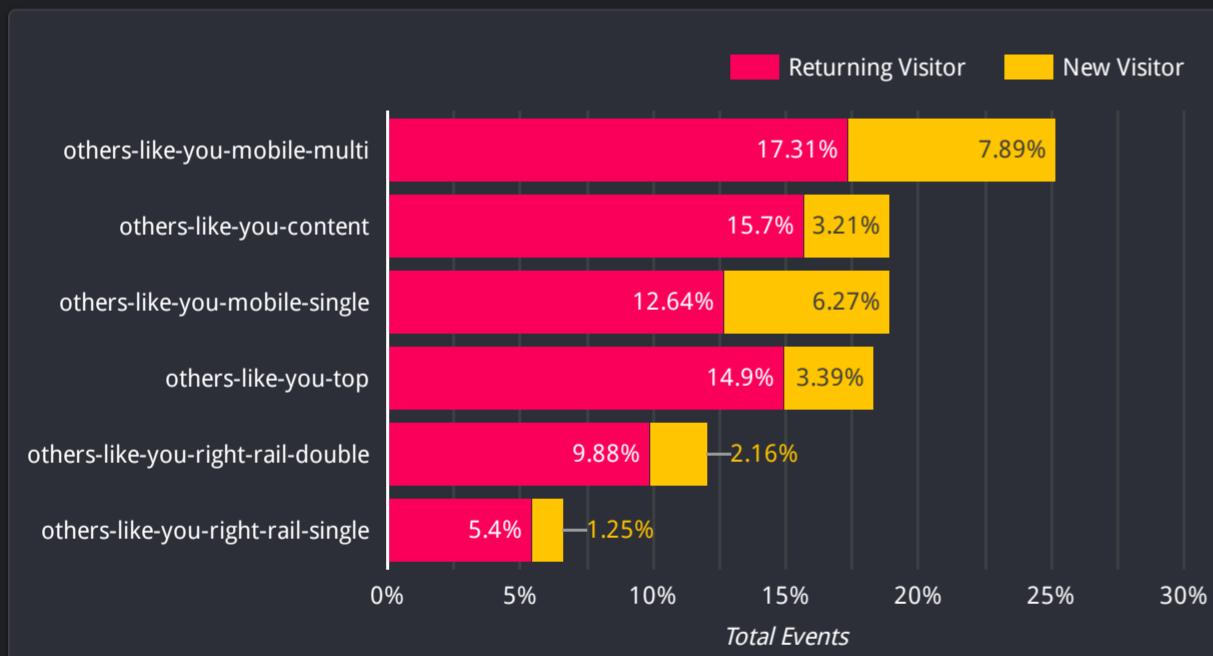
## MVP Variant:

15.11 % (In Content) : Desktop  
11.79%(Mobile Multi) : Mobile



In Content : Desktop

## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
others-like-you-top	5.96
others-like-you-right-rail-single	5.82
others-like-you-content	5.76
others-like-you-right-rail-double	5.72
others-like-you-mobile-multi	5.29
others-like-you-mobile-single	5

## Share of total total events in each vertical

Vertical	Impressions	Clicks	Clicks/I...
1. games	5,747,849	345,375	6.01%
2. tv	1,576,528	128,860	8.17%
3. anime	1,348,548	134,111	9.94%
4. movies	587,953	47,351	8.05%
5. comics	272,306	19,267	7.08%
6. books	257,412	26,055	10.12%
7. lifestyle	187,309	18,984	10.14%
<b>Grand total</b>	<b>10,094,811</b>	<b>733,790</b>	<b>7.27%</b>

## Sessions in each device category

Device	Source	Users	Sessions per user
1. desktop	google	2,093,114	3.39
2. desktop	(direct)	96,103	2.09
3. mobile	google	1,920,688	2.86
4. mobile	(direct)	126,245	1.82
5. tablet	(direct)	187	1.57
6. tablet	google	2,617	2.43

## Device Benchmark (Oct 6 - Oct 14)

Device	Pages / Session
1. desktop	3.75
2. tablet	3.38
3. mobile	2.43

Avg. Engagement  
10.75% & 10.56%

# EX 16.2: TV Recommendations

## HYPOTHESIS:

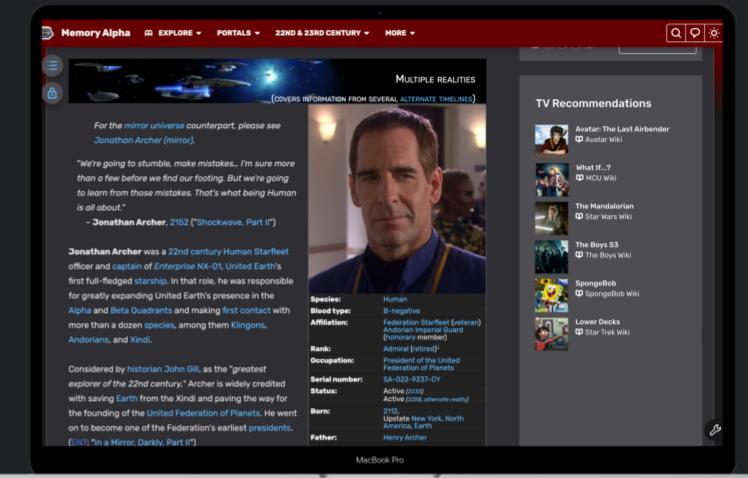
Users who are shown the most popular articles browsed by those who had visited the current page will click on these suggestions and visit a new page.

## EXPERIMENT OUTCOMES:

- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

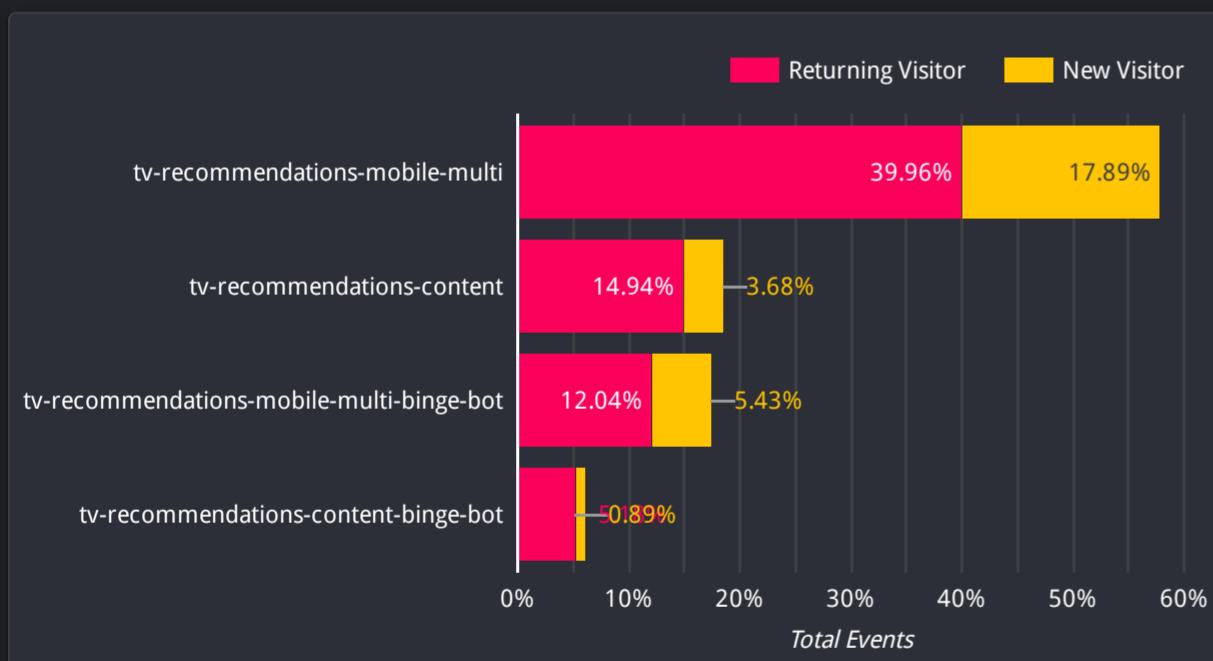
## MVP Variant:

6.11% (In Content) : Desktop  
5.57% (Mobile Multi) : Mobile



In Content : Desktop

## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
1. tv-recommendations-content	7.09
2. tv-recommendations-content-binge-bot	6.68
3. tv-recommendations-mobile-multi	5.89
4. tv-recommendations-mobile-multi-binge-bot	5.4

## Sessions in each device category

Device	Source	Users	Sessions per user
1. mobile	google	8	1
2. mobile	(direct)	8	2

## Device Benchmark (Nov 19 - Nov 29)

Device	Pages / Session
1. desktop	3.85
2. tablet	3.41
3. mobile	2.41

Avg. Engagement  
4.27% & 3.68%

# Ex 26.1: Also Known As (AKA)

## HYPOTHESIS:

Users who are shown the most popular articles browsed by those who had visited the current page will click on these suggestions and visit a new page.

## EXPERIMENT OUTCOMES:

- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

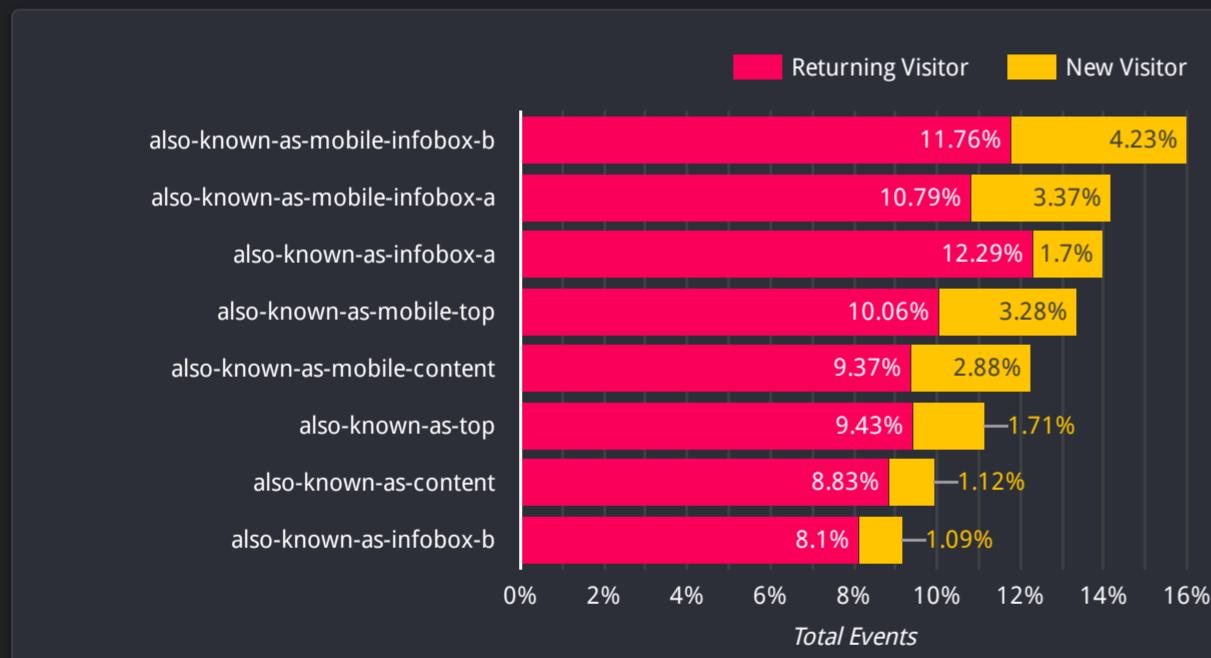
## MVP Variant:

1.89% (infobox-a) : Desktop  
2.39% (mobile-infobox-b) : Mobile



**mobile-infobox-b**

## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
1. also-known-as-content	5.92
2. also-known-as-infobox-b	5.81
3. also-known-as-infobox-a	5.76
4. also-known-as-top	5.73
5. also-known-as-mobile-infobox-a	5.26
6. also-known-as-mobile-top	4.93
7. also-known-as-mobile-infobox-b	4.68
8. also-known-as-mobile-content	4.48

## Share of total events in each vertical

Vertical	Impressions	Clicks	Clicks/Impressions
1. games	893,532	8,064	0.9%
2. tv	794,155	10,473	1.32%
3. anime	750,946	6,659	0.89%
4. movies	348,761	4,150	1.19%
5. books	160,382	1,313	0.82%
6. comics	84,075	866	1.03%
7. lifestyle	24,565	444	1.81%
Grand t...	3,073,956	32,413	1.05%

## Sessions in each device category

Device	Source	Users	Sessions per user
1. desktop	google	2,263,195	2.61
2. desktop	(direct)	105,756	1.53
3. mobile	google	4,745,444	2.08
4. mobile	(direct)	290,349	1.41
5. tablet	google	5,558	1.92
6. tablet	(direct)	349	1.76

## Device Benchmark (Nov 18 - Nov 29)

Device	Pages / Session
1. desktop	3.85
2. tablet	3.41
3. mobile	2.41

**Avg. Engagement**  
**1.55% & 1.67%**

# Ex 27.4: Halo Effect for Current Vertical

## HYPOTHESIS:

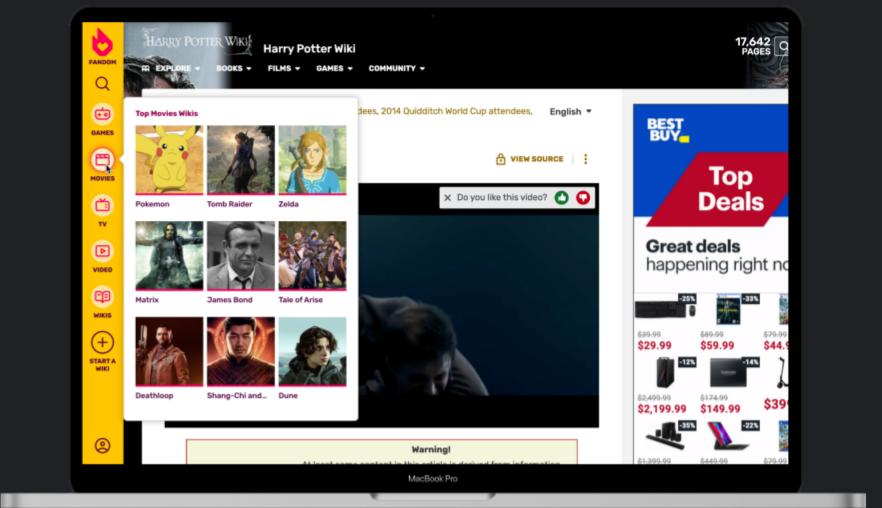
Users who are shown which vertical they're in on the left navigation bar are more likely to hover over it and explore other Wikis within that vertical. Additionally, by displaying the 9 curated Wikis for each vertical, we will see more cross-Wiki traffic

## EXPERIMENT OUTCOMES:

- 1.83% of desktop users clicked on one of the 9 curated Wikis
- This was from 19.3% of users who hovered over the vertical to display the 9 curated Wikis
- This is less than the 4.4% of desktop users who clicked on the vertical itself. This suggests that users are not finding what they're looking for when there are only 9 curated Wikis displayed
- 3.83% of mobile users clicked on one of the 9 curated Wikis
  - This was from 2.4% of users who hovered over the vertical to display the 9 curated Wikis, which suggests there could be an easier entry point to this display

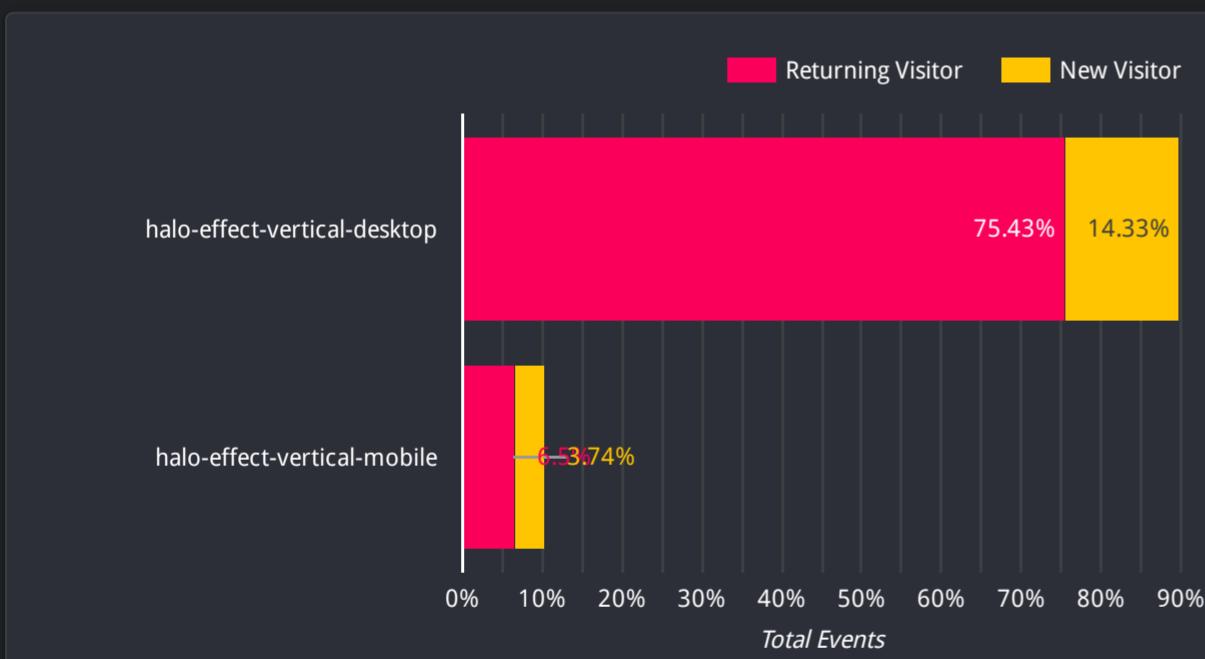
## MVP Variant:

0.17% (vertical menu-games) : Desktop  
0.05% (vertical menu-games) : Mobile



Desktop

## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
halo-effect-vertical-desktop	3.82
halo-effect-vertical-mobile	3.15

## Share of total events in each vertical

Vertical	Impressions	Clicks	Clicks/Imp...
1. games	22,884,372	1,313,425	5.74%
2. tv	6,365,452	249,057	3.91%
3. anime	5,398,083	153,902	2.85%
4. movies	2,320,883	102,641	4.42%
5. books	1,209,146	28,815	2.38%
6. lifestyle	807,157	32,400	4.01%
7. comics	767,014	20,301	2.65%
Grand t...	40,188,089	1,913,350	4.76%

## Sessions in each device category

Device	Source	Users	Sessions per user
1. desktop	google	1,368,194	7.39
2. desktop	(direct)	70,245	4.3
3. mobile	google	2,707,224	5.68
4. mobile	(direct)	174,963	3.78
5. tablet	google	3,194	5.7
6. tablet	(direct)	164	7.57

## Device Benchmark (Nov 18 - Nov 29)

Device	Pages / Session
1. desktop	3.85
2. tablet	3.41
3. mobile	2.41

Avg. Engagement  
0.35% & 0.08%

# 9.1 Page Previews/Quick Links (EX-23)

## HYPOTHESIS:

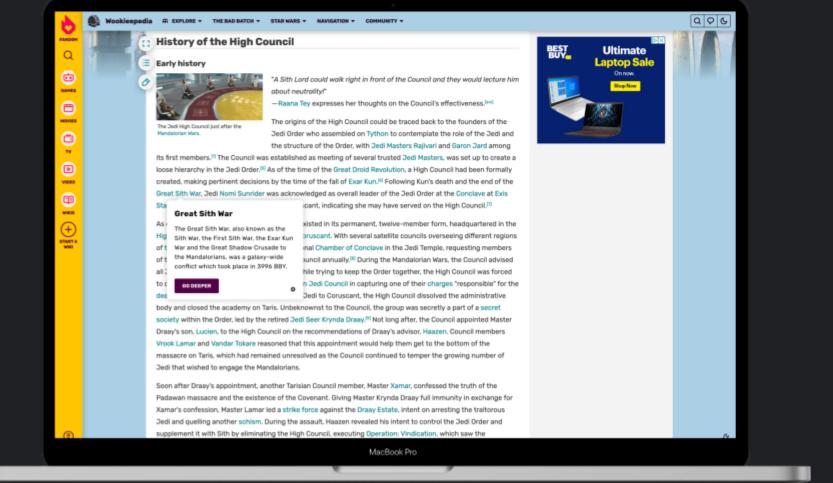
Visitors who are shown a page preview will click on these suggestions and visit a new page.

## EXPERIMENT OUTCOMES:

- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

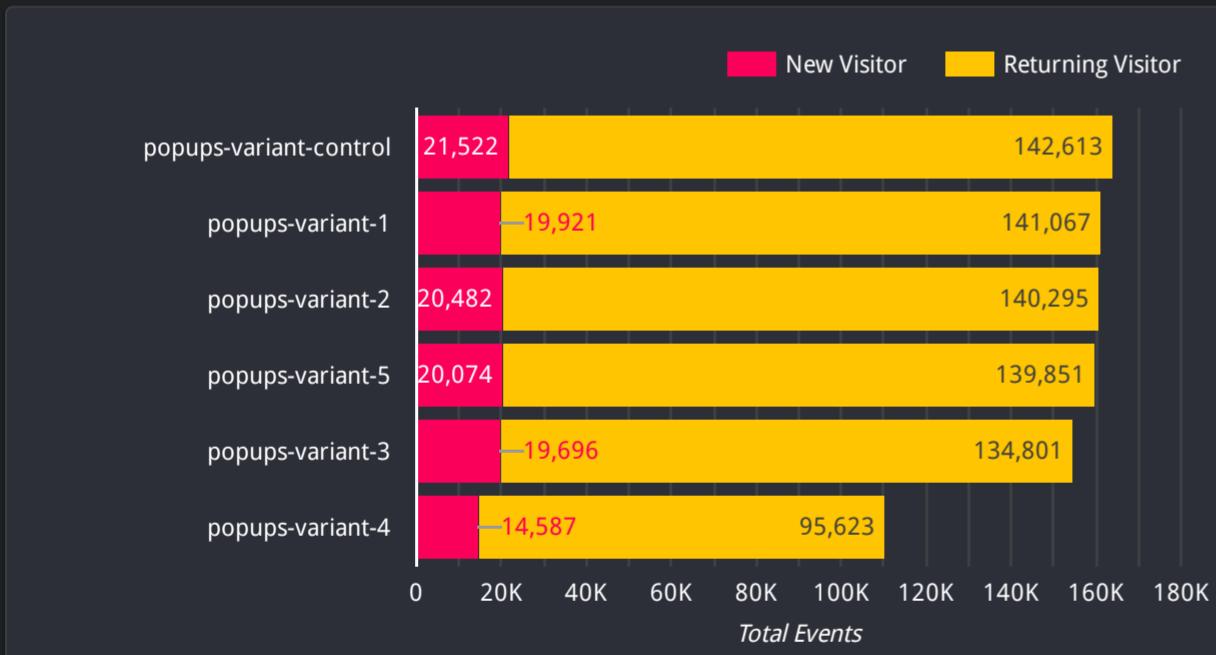
## MVP Variant:

5.50% (Variant 3)



Variant 3

## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
1. popups-variant-4	10.7
2. popups-variant-5	10.44
3. popups-variant-3	10.27
4. popups-variant-1	10.02
5. popups-variant-2	9.87

## Share of total events in each vertical

Vertical	Impression	Clicks	Clicks/I...
1. games	631,430	560,313	88.74%
2. anime	130,436	113,400	86.94%
3. tv	124,369	125,806	101.16%
4. movies	66,536	48,112	72.31%
5. comics	34,337	25,629	74.64%
6. books	22,333	20,527	91.91%
7. lifestyle	10,750	10,845	100.88%
8. music	4,848	4,232	87.29%

## Sessions in each device category

Device	Source	Users	Sessions per user
1. desktop	google	1,416,853	2.63
2. desktop	(direct)	75,505	1.51
3. mobile	google	11,991	1.63
4. mobile	(direct)	994	1.24
5. tablet	google	486	1.17
6. tablet	(direct)	174	1.06

## Device Benchmark (Sep 13 - Sep 20)

Device	Pages / Session
1. desktop	3.73
2. tablet	3.28
3. mobile	2.42

Avg. Engagement  
3.97%

# Ex 12.1: Prominent Search Entry Points (EX-71)

## HYPOTHESIS:

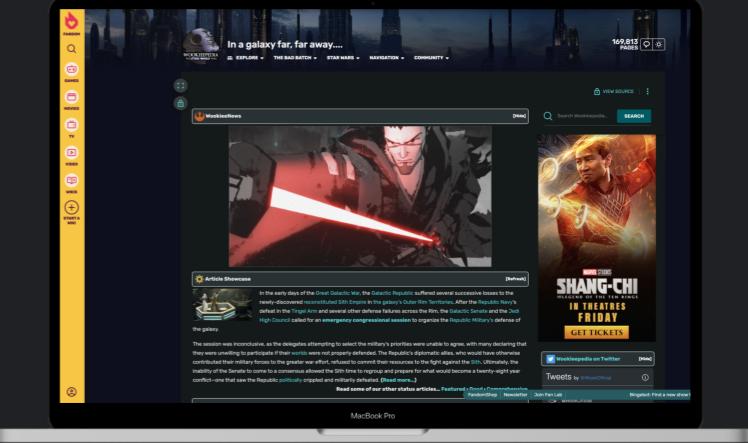
Visitors who are shown a prominent search component will perform more searches.

## MVP Variant:

61.94% (Variant D)

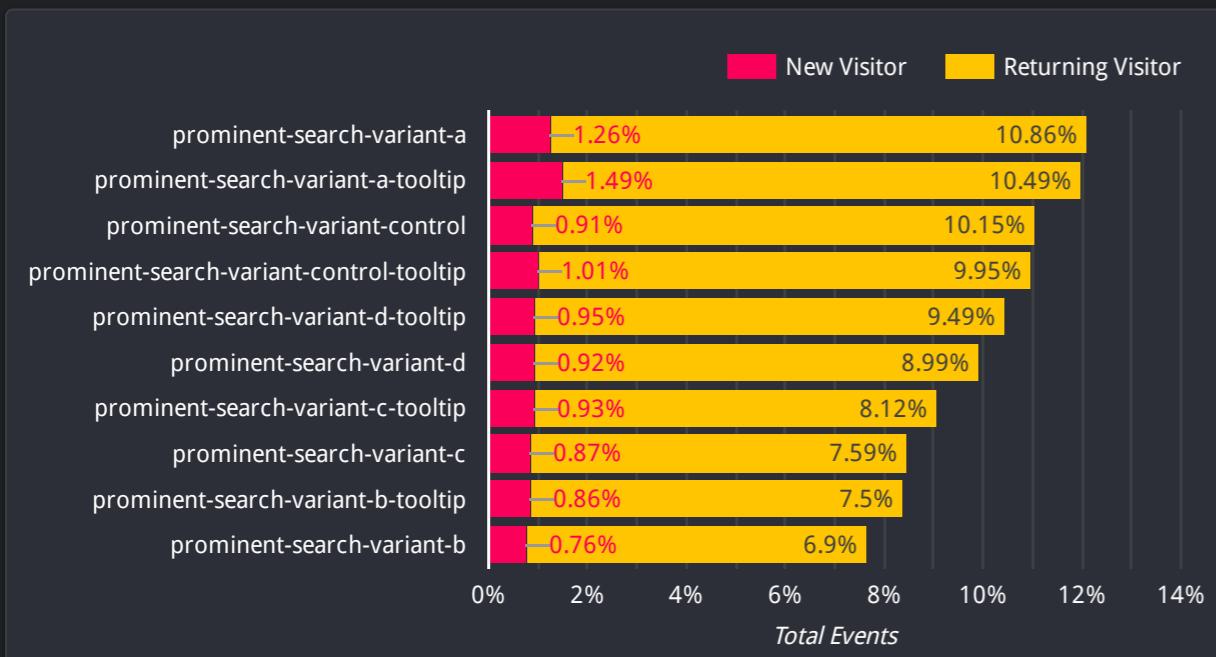
## EXPERIMENT OUTCOMES:

- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page



Desktop variant D - Right Rail

## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
1. prominent-search-variant-c	10.86
2. prominent-search-variant-b	10.85
3. prominent-search-variant-control	10.77
4. prominent-search-variant-d	10.69
5. prominent-search-variant-b-tooltip	10.62
6. prominent-search-variant-a	10.55
7. prominent-search-variant-c-tooltip	10.44
8. prominent-search-variant-d-tooltip	10.27
9. prominent-search-variant-control-tooltip	10.13
10. prominent-search-variant-a-tooltip	10

## Share of total events in each vertical

Vertical	Impression ...	Click Eve...	Clicks/I...
1. games	402,971	162,378	40.3%
2. tv	39,149	12,232	31.24%
3. anime	38,590	13,695	35.49%
4. movies	18,139	6,956	38.35%
5. comics	9,897	3,540	35.77%
6. lifestyle	9,113	3,678	40.36%
7. books	7,777	2,966	38.14%
8. music	2,255	926	41.06%

## Sessions in each device category

Device ①	Source ②	Users	Sessions per user
1. desktop	google	1,898,413	2.37
2. desktop	(direct)	98,141	1.49
3. mobile	google	14,457	1.63
4. mobile	(direct)	1,191	1.34
5. tablet	google	632	1.18
6. tablet	(direct)	152	1.13

## Device Benchmark (Sep 14 - Sep 29)

Device	Pages / Session
1. desktop	3.76
2. tablet	3.28
3. mobile	2.42

Avg. Engagement  
51.90%

# Ex 15.1: Desktop Related Content

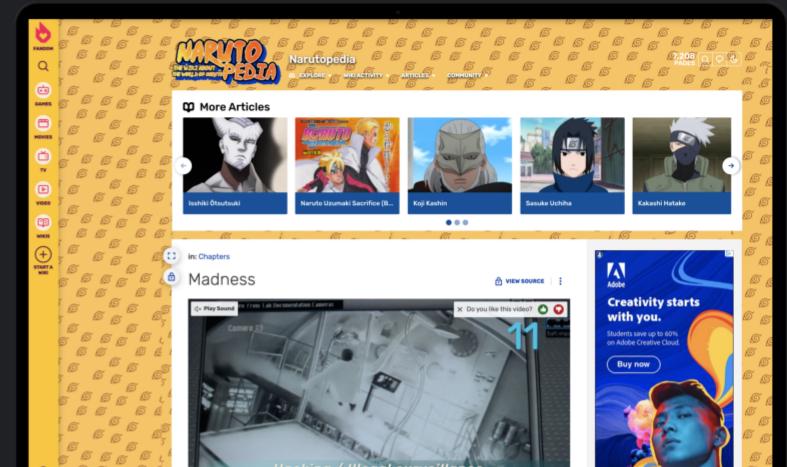
## HYPOTHESIS:

Visitors who are shown the most popular articles browsed by those who had visited the current page will click on these suggestions and visit a new page.

## EXPERIMENT OUTCOMES:

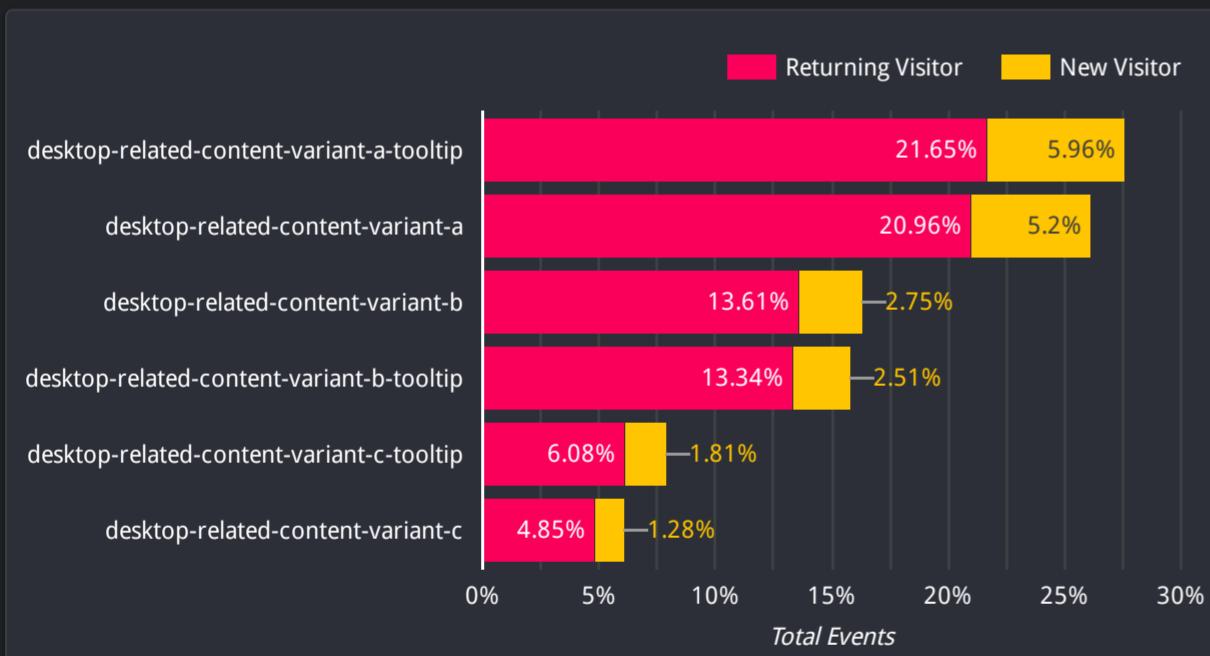
- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

**MVP Variant:**  
11.28% (variant-a-tooltip)



variant-a-tooltip

## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
1. desktop-related-content-variant-b-tooltip	6.01
2. desktop-related-content-variant-b	6
3. desktop-related-content-variant-a-tooltip	5.61
4. desktop-related-content-variant-a	5.42
5. desktop-related-content-variant-c-tooltip	5.24
6. desktop-related-content-variant-c	5.11

## Share of total events in each vertical

Vertical	Impression	Clicks	Clicks/Imp.
1. games	4,997,569	148,865	2.98%
2. tv	965,464	36,966	3.83%
3. anime	847,364	34,741	4.1%
4. movies	351,191	9,820	2.8%
5. books	248,283	10,552	4.25%
6. comics	187,646	4,742	2.53%
7. lifestyle	163,091	7,268	4.46%
8. music	69,926	2,613	3.74%

## Sessions in each device category

Device	Source	Users	Sessions per user
1. desktop	google	1,699,141	3.86
2. desktop	(direct)	80,232	2.3

## Device Benchmark (Oct 20 - Oct 27)

Device	Pages / Session
1. desktop	3.76

**Avg. Engagement**  
**7.21%**

# Ex 15.1: Mobile Related Content

## HYPOTHESIS:

Visitors who are shown the most popular articles browsed by those who had visited the current page will click on these suggestions and visit a new page.

## EXPERIMENT OUTCOMES:

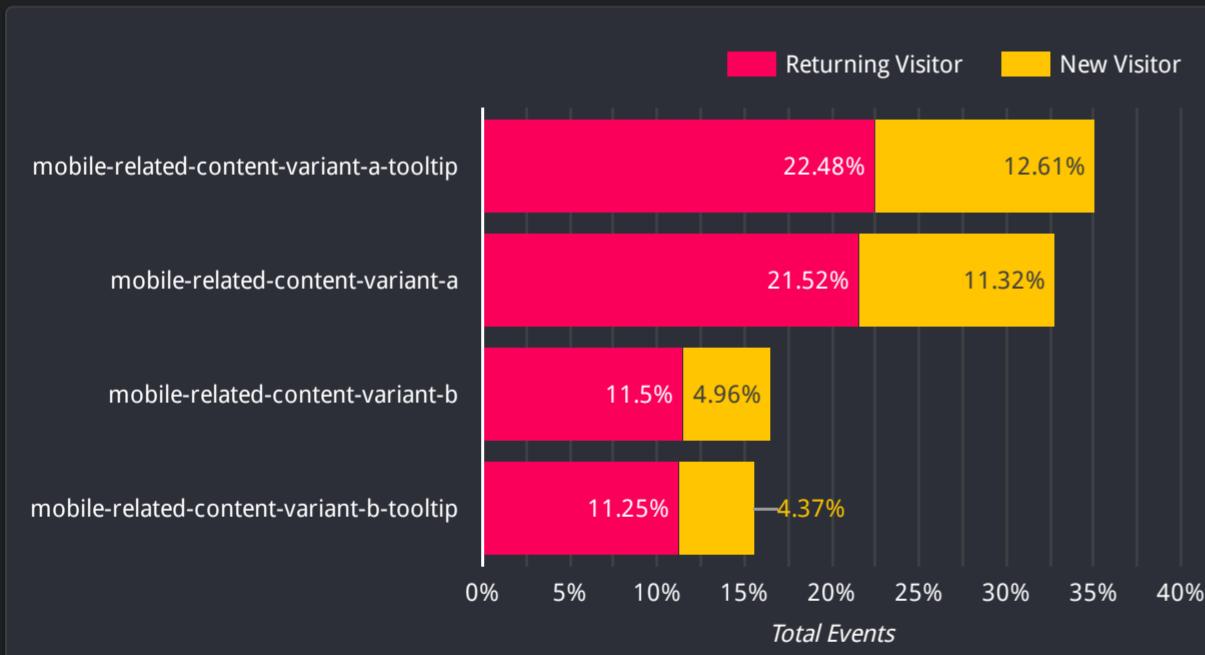
- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

**MVP Variant:**  
5.71% (variant-a-tooltip)



**variant-a-tooltip**

## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
mobile-related-content-variant-b	3.44
mobile-related-content-variant-b-tooltip	3.43
mobile-related-content-variant-a-tooltip	3.31
mobile-related-content-variant-a	3.23

## Share of total events in each vertical

Vertical	Impression	clicks	Clicks/I...
1. games	2,487,916	86,122	3.46%
2. tv	1,044,159	39,219	3.76%
3. anime	764,877	40,579	5.31%
4. movies	332,790	10,464	3.14%
5. books	285,225	14,418	5.05%
6. comics	170,043	6,660	3.92%
7. lifestyle	144,001	6,501	4.51%
8. music	81,086	3,075	3.79%

## Sessions in each device category

Device	Source	Users	Sessions per user
1. mobile	google	2,628,605	2.67
2. mobile	(direct)	166,316	2.12

## Device Benchmark (Oct 20 - Oct 27)

Device	Pages / Session
1. mobile	2.45

**Avg. Engagement  
4.46%**

# Ex 15.2: Related Content/Explore Characters in Wiki (EX-218)

## HYPOTHESIS:

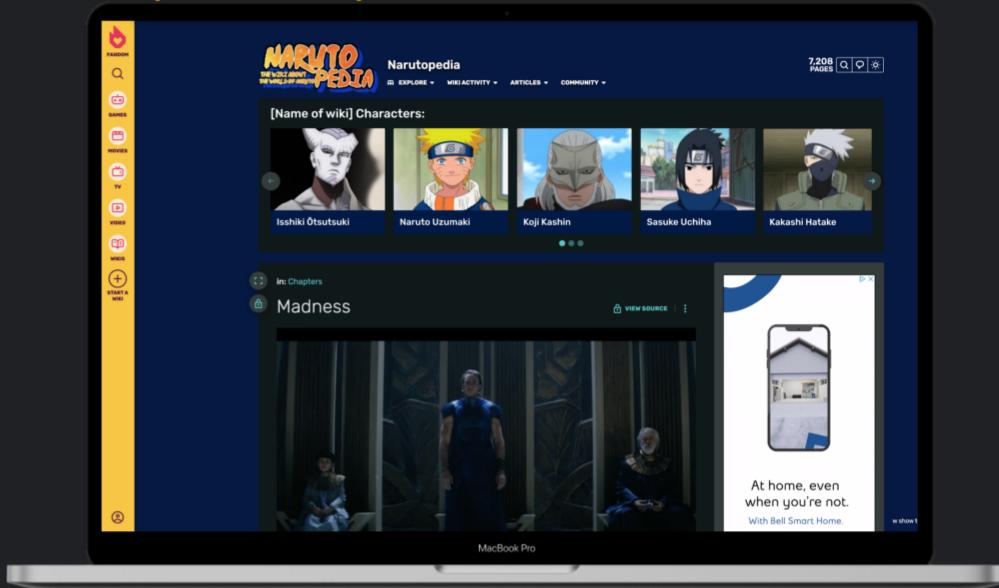
Visitors who are shown the most popular characters pages from the current wiki will click on these suggestions and visit a new page.

## EXPERIMENT OUTCOMES:

- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

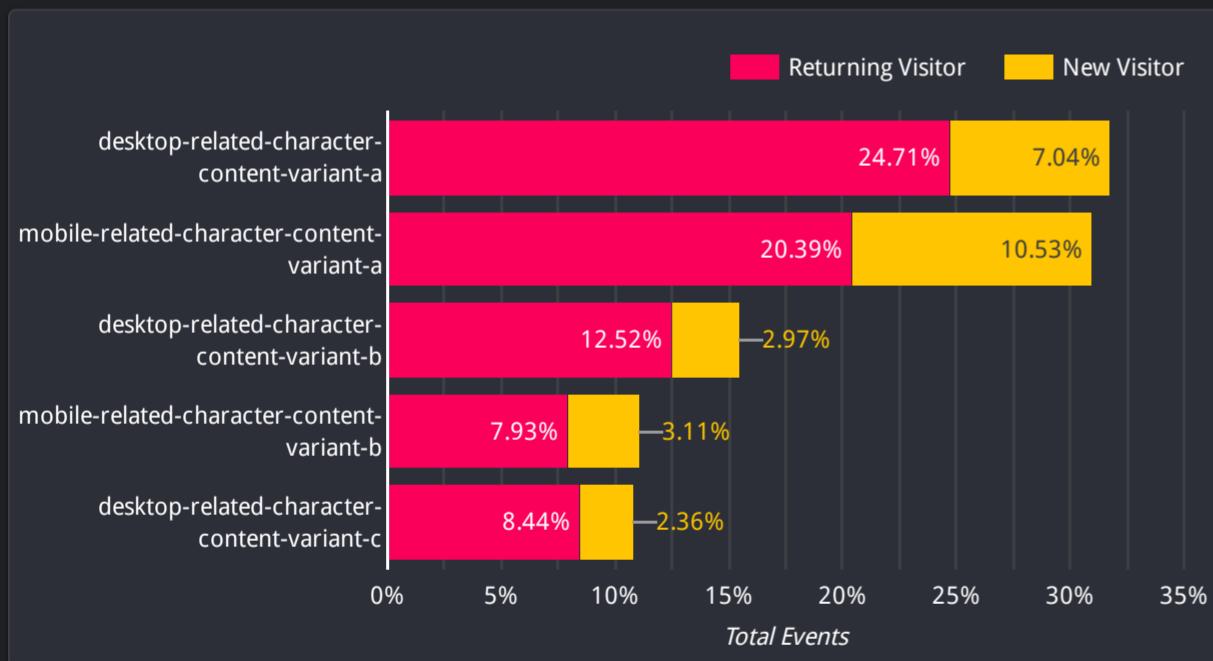
## MVP Variant:

8.57% (variant-a) : Desktop  
4.69% (variant-a) : Mobile



variant-a (Desktop & Mobile)

## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
1. desktop-related-character-content-variant-b	9.19
2. desktop-related-character-content-variant-a	8.26
3. desktop-related-character-content-variant-c	7.75
4. mobile-related-character-content-variant-b	7.29
5. mobile-related-character-content-variant-a	6.76

Grand total: 6.32

## Total events in each vertical

Vertical	Impressions	Clicks	Clicks/Imp.
1. games	500,687	27,129	5.42%
2. anime	392,613	24,065	6.13%
3. tv	384,425	19,881	5.17%
4. movies	138,351	5,755	4.16%
5. books	84,521	5,461	6.46%
6. comics	61,553	2,496	4.06%
7. lifestyle	9,800	863	8.81%
Grand total	1,580,690	86,881	5.5%

## Sessions in each device category

Device	Source	Users	Sessions per user
1. desktop	google	372,551	2.9
2. desktop	(direct)	13,840	1.96
3. mobile	google	557,238	2.26
4. mobile	(direct)	31,792	1.72
5. tablet	(direct)	27	1.89
6. tablet	google	623	2.39

## Device Benchmark (Oct 6 - Oct 14)

Device	Pages / Session
1. desktop	3.75
2. tablet	3.38
3. mobile	2.43

Avg. Engagement  
5.65% & 3.76%

# Ex 18.1: Search Suggestion Seeding (EX-44)

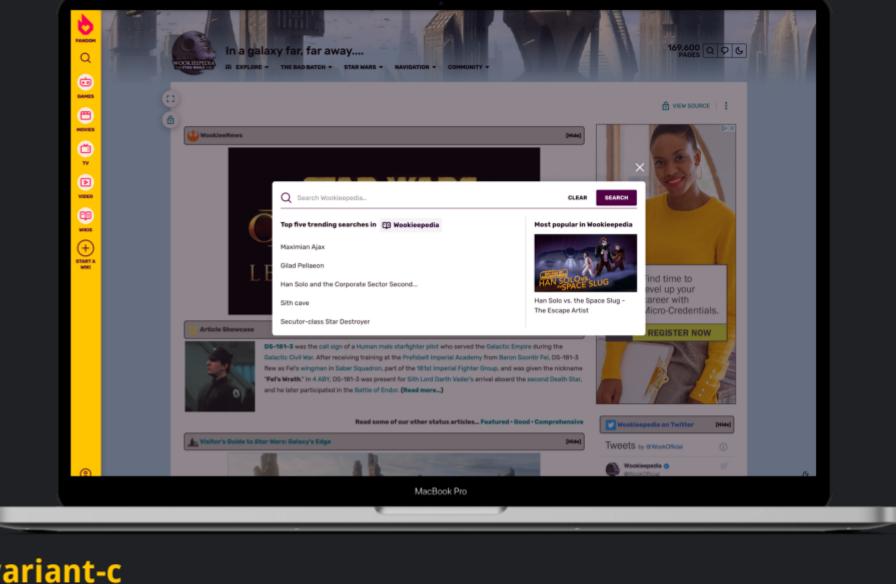
## HYPOTHESIS:

Users who are shown the most popular articles browsed by those who had visited the current page will click on these suggestions and visit a new page.

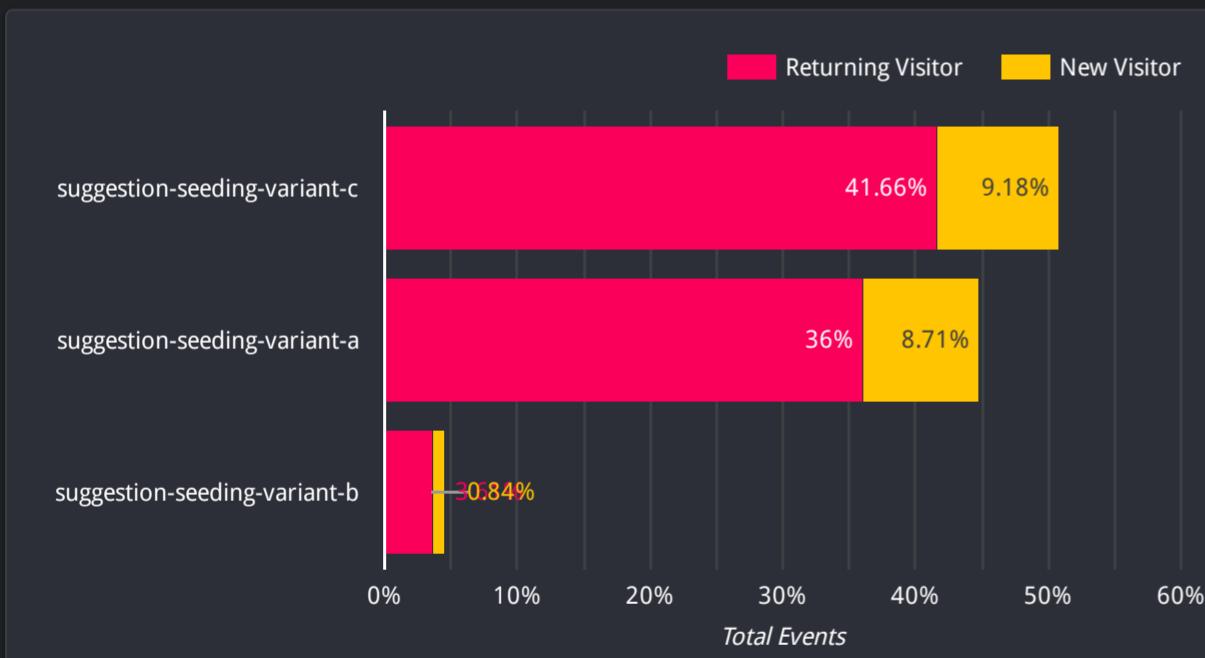
## EXPERIMENT OUTCOMES:

- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

**MVP Variant:**  
1.29% (variant-c)



## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
suggestion-seeding-variant-control	9.97
suggestion-seeding-variant-c	9.7
suggestion-seeding-variant-a	9.48
suggestion-seeding-variant-b	9.35
<b>Grand total</b>	<b>9.43</b>

## Share of total events in each vertical

Vertical	Impressions	Click events	Clicks/I...
1. games	459,261	6,107	1.33%
2. tv	43,339	1,020	2.35%
3. anime	41,226	940	2.28%
4. movies	21,105	280	1.33%
5. comics	13,797	163	1.18%
6. lifestyle	11,796	171	1.45%
7. books	7,893	232	2.94%
<b>Grand total</b>	<b>602,966</b>	<b>9,048</b>	<b>1.5%</b>

## Sessions in each device category

Device	Source	Users	Sessions per user
1. desktop	google	1,446,784	2.16
2. desktop	(direct)	74,378	1.33
3. mobile	(direct)	926	1.24
4. mobile	google	11,070	1.56
5. tablet	google	592	1.14
6. tablet	(direct)	142	1.02

## Device Benchmark (Sep 14 - Sep 29)

Device	Pages / Session
1. desktop	3.76
2. tablet	3.28
3. mobile	2.42

**Avg. Engagement  
0.64%**

# Ex 27.1: Browse Adjacent Wiki in Related Vertical

## HYPOTHESIS:

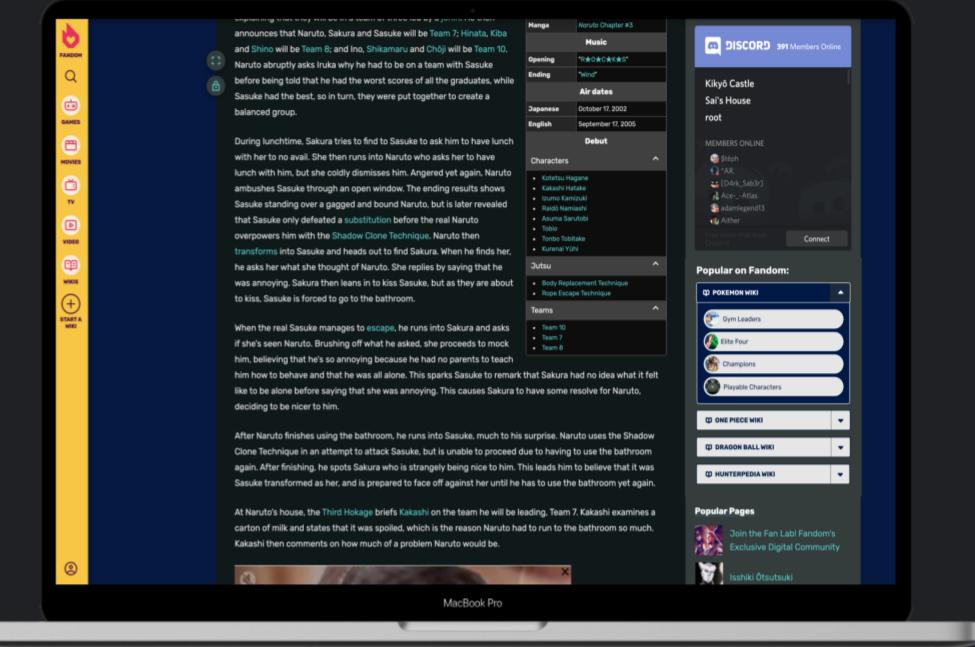
Users who are shown the most popular articles browsed by those who had visited the current page will click on these suggestions and visit a new page.

## EXPERIMENT OUTCOMES:

- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

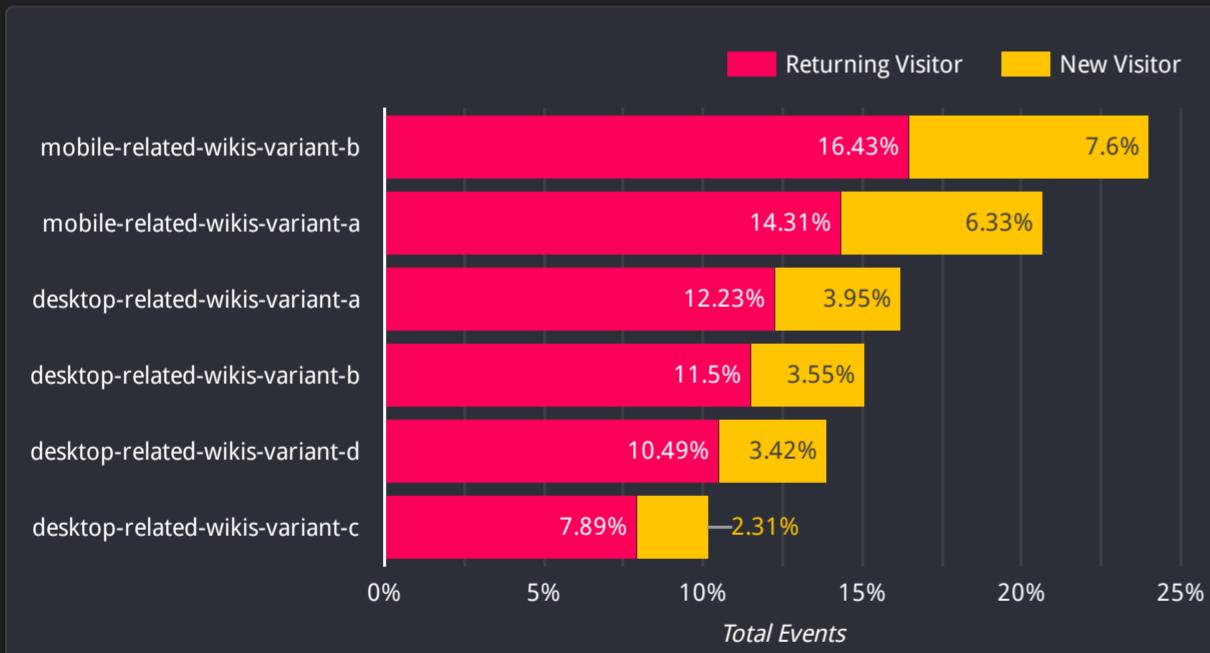
## MVP Variant:

0.85% (variant-b) : Desktop  
0.82% (variant-b) : Mobile



variant-b : Desktop

## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
desktop-related-wikis-variant-b	4.93
desktop-related-wikis-variant-a	4.9
desktop-related-wikis-variant-c	4.77
desktop-related-wikis-variant-d	4.7
mobile-related-wikis-variant-a	4.33
mobile-related-wikis-variant-b	4.07

## Share of total events in each vertical

Vertical	Impressions	Click Events	Clicks/Imp.
1. games	5,674,588	11,191	0.2%
2. tv	1,198,743	11,803	0.98%
3. anime	1,117,816	6,141	0.55%
4. movies	454,410	2,517	0.55%
5. books	273,951	2,708	0.99%
6. lifestyle	223,175	1,386	0.62%
7. comics	200,154	1,297	0.65%
<b>Grand total</b>	<b>9,272,649</b>	<b>38,447</b>	<b>0.41%</b>

## Sessions in each device category

Device	Source	Users	Sessions per user
1. desktop	google	1,521,085	4
2. desktop	(direct)	78,047	2.16
3. mobile	google	3,138,138	2.35
4. mobile	(direct)	214,207	1.48
5. tablet	google	3,946	2.37
6. tablet	(direct)	231	1.7

## Device Benchmark (Nov 3 - Nov 15)

Device	Pages / Session
1. desktop	3.77
2. tablet	3.37
3. mobile	2.39

Avg. Engagement  
0.52% & 0.70%

# Ex 27.2: Browse Adjacent Wiki Explore Categories

## HYPOTHESIS:

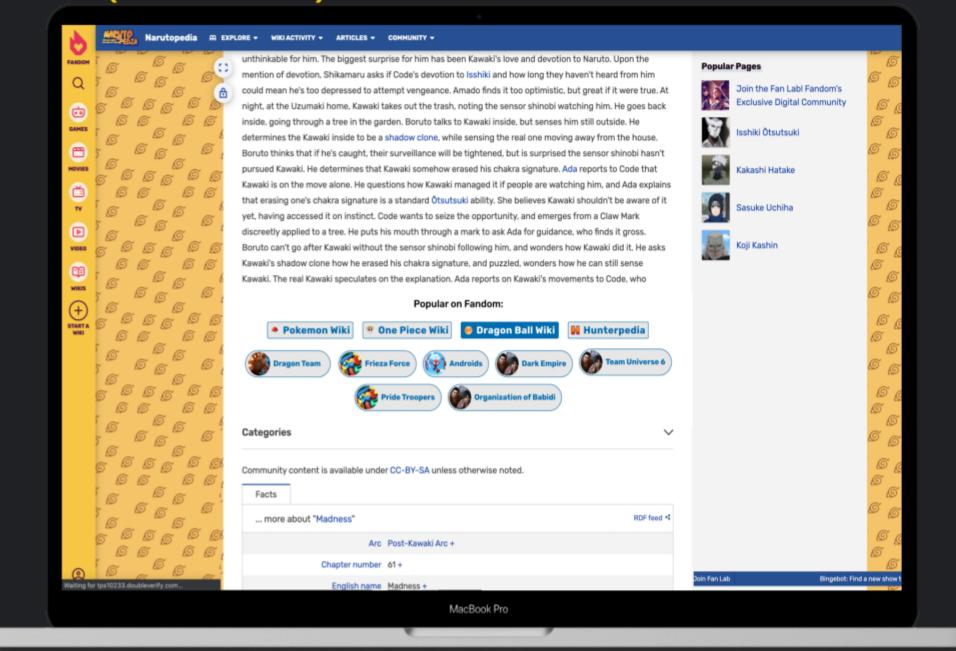
Users who are shown the most popular articles browsed by those who had visited the current page will click on these suggestions and visit a new page.

## EXPERIMENT OUTCOMES:

- 15% of desktop users clicked on a new page
  - users who did so drove 8.26 page views/session versus 3.19 page views/session for those who did not, an increase in page views/session of 158.9%
- 12% of mobile users clicked on a new page

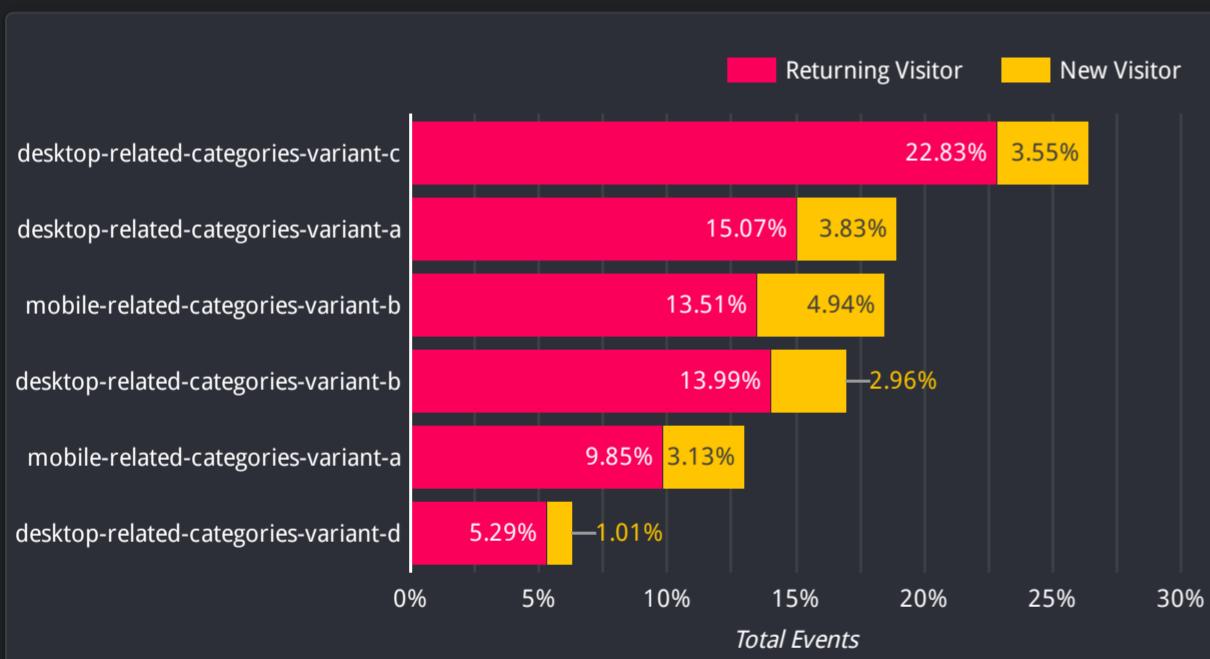
## MVP Variant:

1.11% (variant-a) : Desktop  
1.28% (variant-b) : Mobile



variant-a : Desktop

## Share of total clicks in each variant



## Pages/Session in each variant

Variant	Pages / Session
desktop-related-categories-variant-b	4.28
desktop-related-categories-variant-d	4.19
desktop-related-categories-variant-c	4.16
desktop-related-categories-variant-a	4.13
mobile-related-categories-variant-b	3.86
mobile-related-categories-variant-a	3.68

## Share of total events in each vertical

Vertical	Impressions	Clicks	Clicks/Imp.
1. games	5,865,979	16,944	0.29%
2. anime	1,172,493	7,323	0.62%
3. tv	1,122,157	9,491	0.85%
4. movies	413,786	2,719	0.66%
5. books	261,755	2,858	1.09%
6. lifestyle	232,516	1,604	0.69%
7. comics	174,810	1,329	0.76%
Grand total	9,356,297	43,594	0.47%

## Sessions in each device category

Device	Source	Users	Sessions per user
1. desktop	(direct)	66,907	2.22
2. desktop	google	1,307,957	4.15
3. mobile	(direct)	177,292	1.5
4. mobile	google	2,696,581	2.34
5. tablet	google	3,474	2.37
6. tablet	(direct)	178	1.94

## Device Benchmark (Nov 19 - Nov 29)

Device	Pages / Session
1. desktop	3.85
2. tablet	3.41
3. mobile	2.41

Avg. Engagement  
3.21% & 1.28%

#### Pages/Session in each variant 5.2.1 Desktop Playlist

Variant	Pages / Session ▾
1. desktop-my-playlist-below-infobox	5.44
2. desktop-my-playlist-in-article-prompt	5.27
3. desktop-my-playlist-left-side-wiki	5.11

#### Pages/Session in each variant 5.2.2 Mobile Playlist

Variant	Pages / Session ▾
1. mobile-my-playlist-below-title	3.51
2. mobile-my-playlist-below-infobox	3.41

#### Pages/Session in each variant 5.2.3 Desktop watchlist

Variant	Pages / Session ▾
1. desktop-my-watchlist-below-infobox	3.97
2. desktop-my-watchlist-in-article-prompt	3.82
3. desktop-my-watchlist-left-side-wiki	3.64

#### Pages/Session in each variant 5.2.4 Mobile watchlist

Variant	Pages / Session ▾
1. mobile-my-watchlist-below-title	2.35
2. mobile-my-watchlist-below-infobox	2.21