



Experiment Results

clicks per page view

Owner

Ralph Rostock

Duration

1/11/26 - (Running)

Status

Running

Generated on

January 11, 2026 at 6:11 PM

Hypothesis

If I see the new layout I am more likely to click on documents

Key takeaways

Based on the primary metric page-views,  true is most likely to be best

Experiment details

Timeline

Status: Running

Iteration: 2

Duration: Running

Start date: Jan 11, 2026

End date: Running

Advanced details

Threshold: 95.00%

SRM: None detected

CUPED: Enabled

MCC: Not applied

Sequential testing: Disabled

Exposures

30  contexts in the past 38 minutes



Variation

Percentage

 false  Control

50%

 true

50%

Variations

◆ **false** Control

Value: **false**

Split: 50%

Exposure count: 17

◆ **true**

Value: **true**

Split: 50%

Exposure count: 13

Metric results

Graph type: \wedge probability

page-views	Primary metric	CUPED not applied	Variation		Prob. to be best	Prob. to beat Control	Posterior mean	Relative difference	Expected loss	Total value	Exposures
		Control			18.70%	-	3.2353	-	-	55	17
		true			81.30%	81.30%	4.0180	+ 24.19% [-33.14, 81.52]%	8.35%	56	13
Average document click rate	CUPED not applied		Variation	Graph	Prob. to be best	Prob. to beat Control	Posterior mean	Relative difference	Expected loss	Total value	Exposures
		Control			3.91%	-	4.2353	-	-	72	17
		true			96.09%	96.09%	7.3351	+ 73.19% [-33.24, 179.61]%	2.69%	154	13