

AB TESTING REPORT

KATHY

APRIL 18, 2020

CONTENT

1.

- Background

2.

- Campaigns Timeline
- Metrics

3.

- Overall Analysis

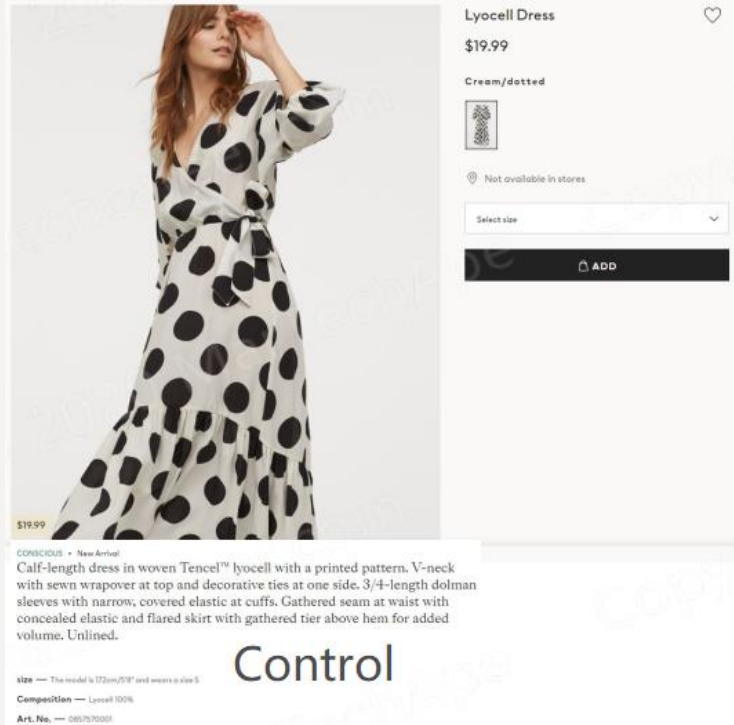
4.

- Deep dive – cut by dimensions

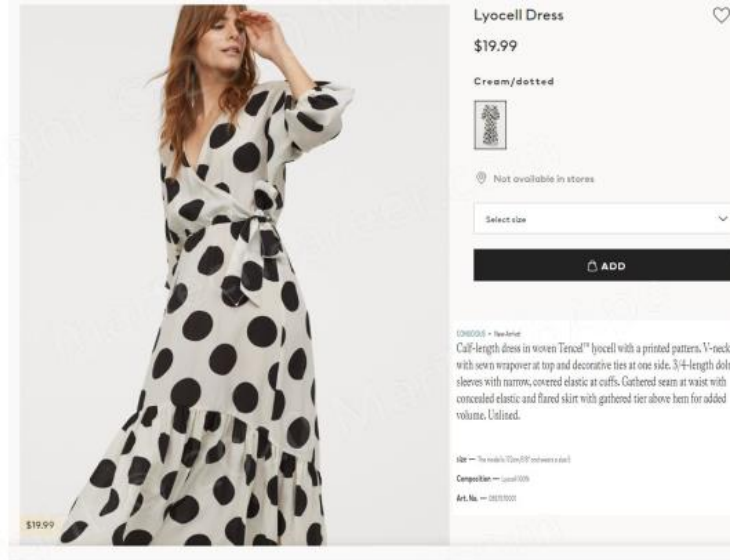
5.

- Conclusion

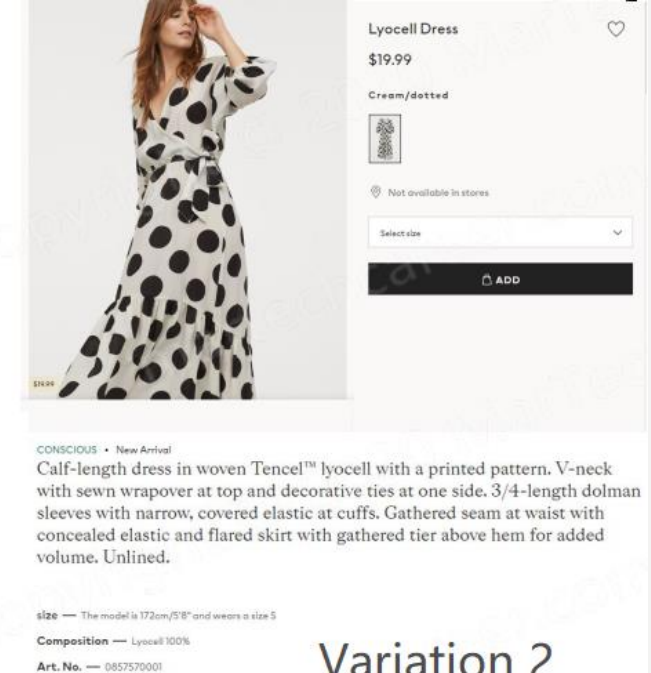
Test 1 – Product Detail Changes



Control



Variation 1



Variation 2

BACKGROUND

Hypothesis:

If we change our product detail location

Then ATCR will increase 0.3%

Because there was a similar test on browser page we launched before.

CAMPAIGN TIMELINE

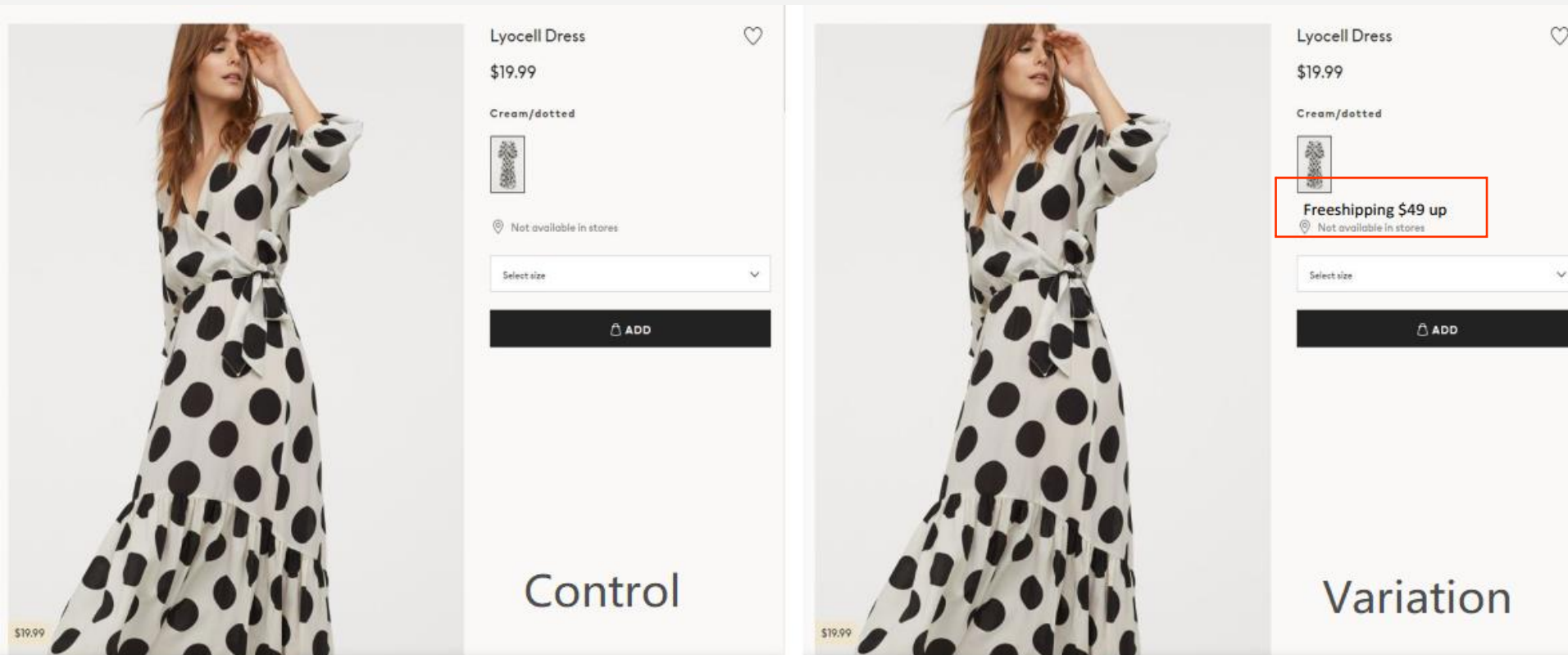
Campaign Roadmap

4/12 4/13 4/14 4/15 4/16 4/17 4/18 4/19 4/20 4/21 4/22 4/23 4/24 4/25 4/26 4/27 4/28 4/29 4/30 5/1 5/2 5/3 5/4 5/5 5/6 5/7 5/8 5/9 5/10 5/11 5/12 5/13 5/14 5/15 5/16 5/17 5/18 5/19 5/20 5/21

Test #1

Test #3

Test 3 – Free Shipping Banner

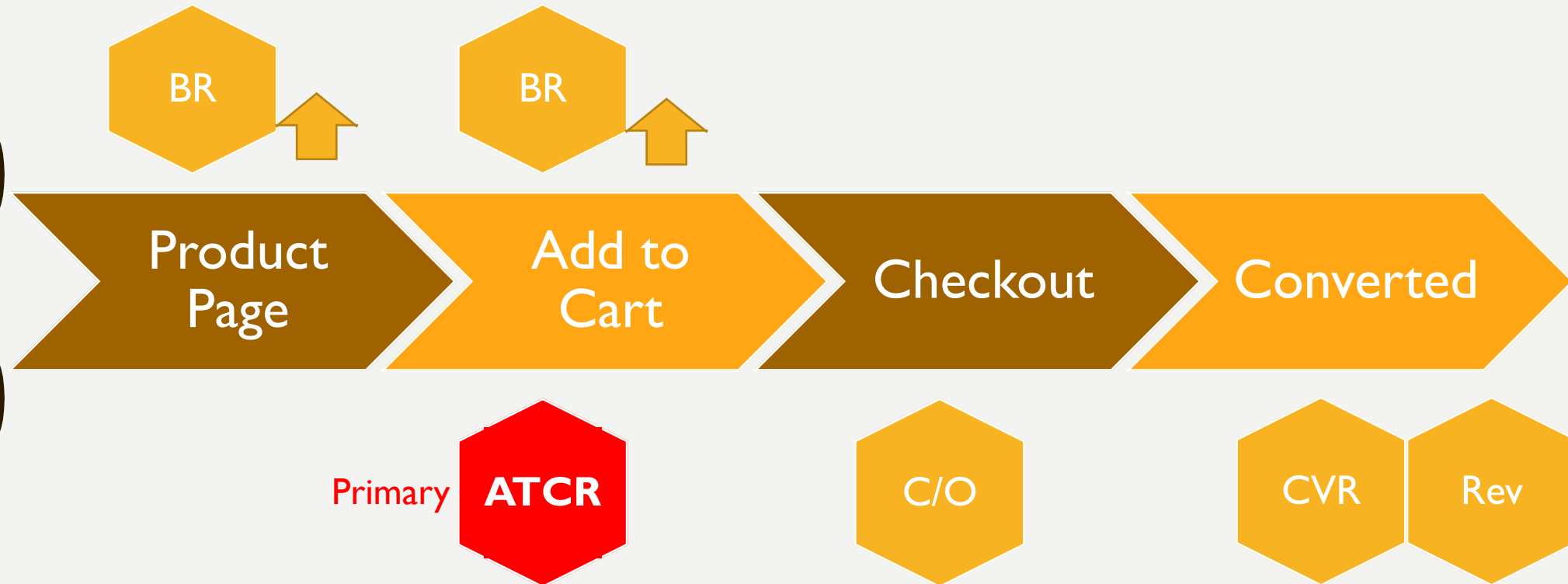


BACKGROUND

EXECUTIVE SUMMARY

- Test 1 performs better when it comes to specific users like customers acquired by email and returning users. Suggest rolling out variation 1
- Returning users react better on test 3. Suggest rolling out Test 3 on returning users and test the effect when moving the banner to checkout page.

TRAFFIC FLOW CHART



OVERALL ANALYSIS

Test 1

- Variation 1 works well (ATCR+)
- Variation 2 underperformed than Variation 1
- Reduced impulse spending

Test 3

- Users may go back to add more to their carts or leave because free shipping banner (ATCR-, C/O+, BR-)

	test1		test3
	v1	v2	var
BR	No Sig	11.40%	-0.61%
ATCR	0.35%	-11.55%	-1.33%
C/O	No Sig	No Sig	1.38%
CVR	No Sig	-1.19%	No Sig
Rev	-0.33%	No Sig	-2.90%

* Session level

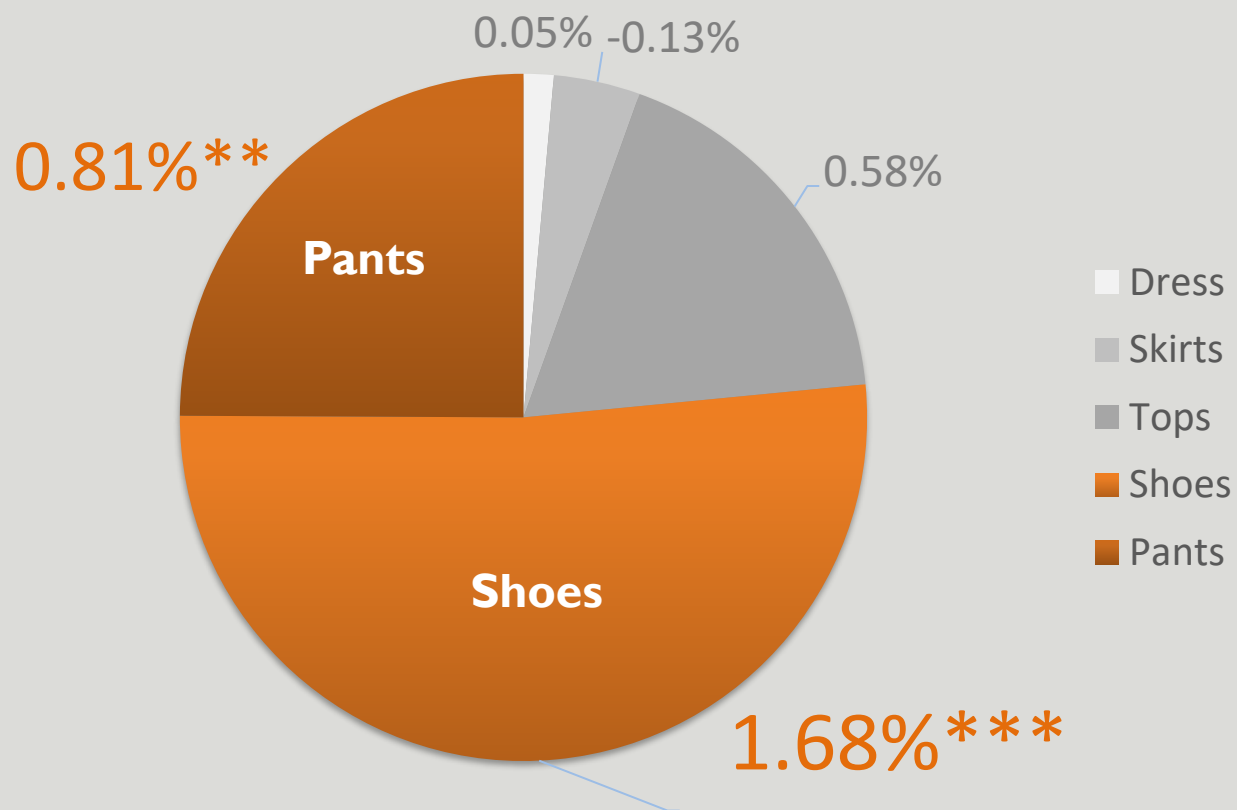
TEST 1

DEEP DIVE - CUT BY VISITOR TYPE

Test 1	Variation 1			
Visitor Type	BR	ATCR	C/O	CVR
New users	No sig	No sig	No sig	No sig
Email required visitors	No sig	1.03%	No sig	No sig
Sign up with no purchase	No sig	No sig	No sig	No sig
Users with purchase history	No sig	0.43%	-0.79%	No sig

- Suggest rolling out variation 1 since there is no directional negative effect on metrics
- Users who have purchase history have a decline on C/O because they may be discouraged for the higher value of cart. Suggest the next step is to test this group.

Cut by Category - ATCR



Products like pants and shoes need more size information than others for users to make sure they fit.

TEST 1 VARIATION 1 CUT BY CATEGORY

*95% sig, **99% sig, ***99.9% sig

TEST 3 CUT BY VISITOR TYPE

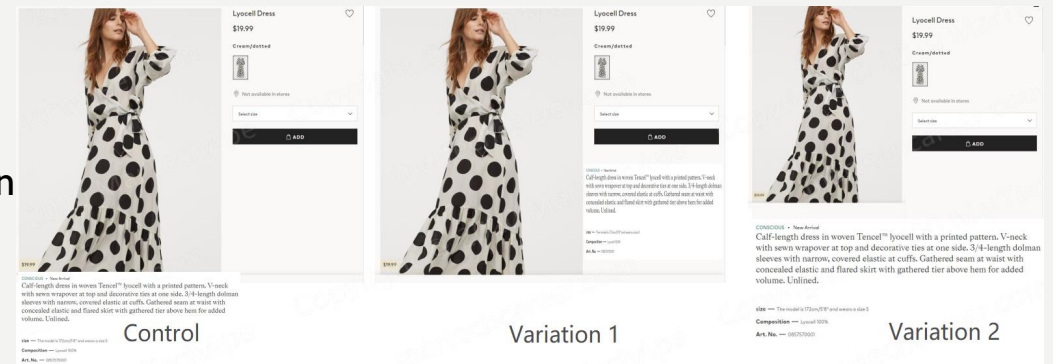
Users sign up without purchase may go back to add more products or leave because free shipping banner while they may tend to abandon the higher value of cart

Users with purchase history react better. Suggest rolling out test 3 on all users except sign up without order

Test 3	Variation			
Visitor Type	BR	ATCR	C/O	CVR
New users	No sig	No sig	No sig	No sig
Email required visitors	No sig	No sig	No sig	No sig
Sign up with no purchase	No sig	-2.10%	No sig	-1.09%
User with purchase history	-1.79%	0.32%	0.01%	No sig

CONCLUSION

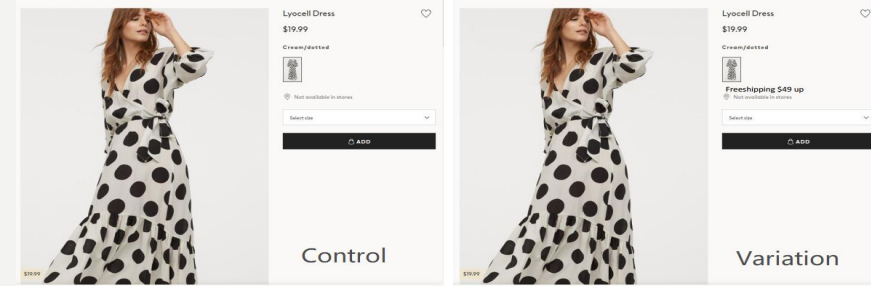
Test 1 Location of description



Recommendation:

- Suggest rolling out Test 1
- Suggest rolling out Test 3 on all users except sign up without purchase

Test 3 Free shipping banner



Next Step:

- Test 1 can go further test on why returning users are more likely to abandon cart when checkout.
- Test 3: Launch a test to check why ATCR and CVR decline for sign up without purchase group
- Check test 3 effect when moving the banner to checkout page to see if it will raise the C/O

Thank you!

