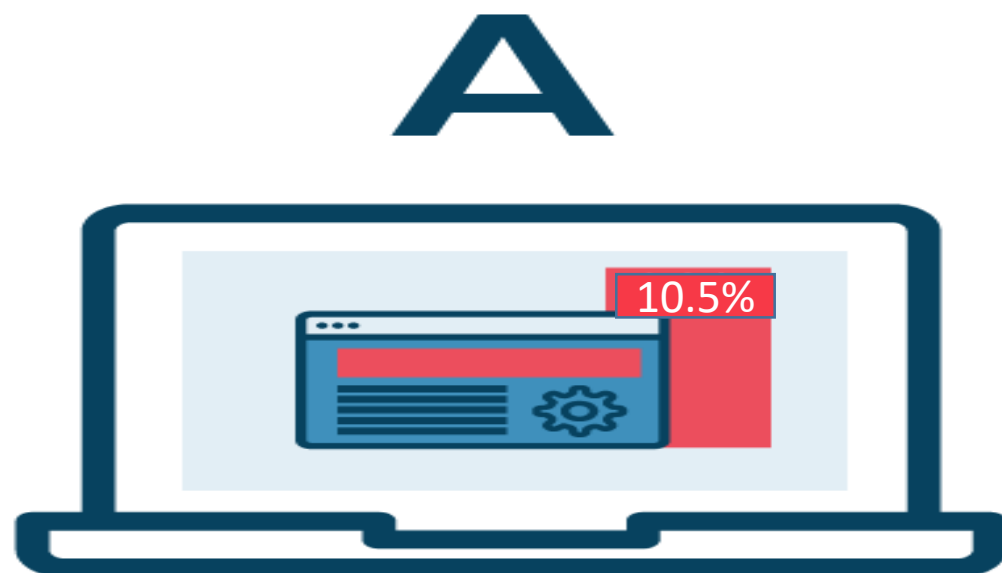


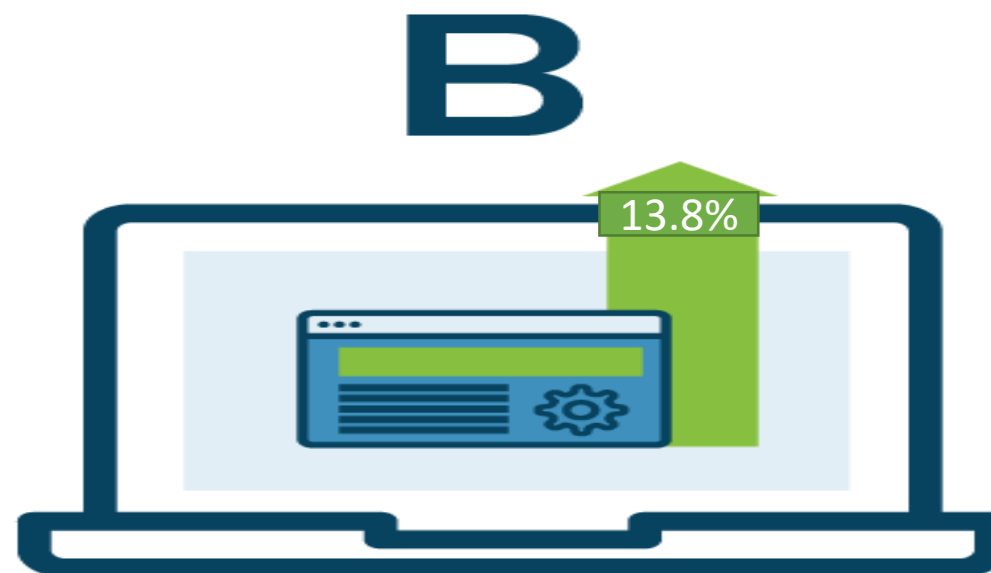
Results of A/B Testing for Grocery site (Randomized)



CONTROL

Visits: 32,970

Clicks: 3,477



VARIATION

Visits: 16,543

Clicks: 2,295

Metrics:

- 66.6% of traffic went to control and 33.4% to test
- Unique IP addresses were used
- P-value = 1.32×10^{-27} (less than 0.05)
- Results are significant and repeatable