

Tax Free Callout Test:

Experiment setup to measure the effectiveness of calling out “Tax-Free” shopping in qualifying states. Campaign designed using CSS. Dynamic Text and Browser / IP Tracking enabled to detect shoppers location. Both Conversion Rate and Add to Cart increased to P99 significance. The experiment was only tested in a single color and single font.

Test Results

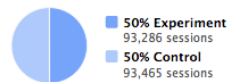
Tax-Free Shopping

Incremental Revenue
\$28k

Projected Annual Revenue
\$379k

Over the period of **Earliest to date**

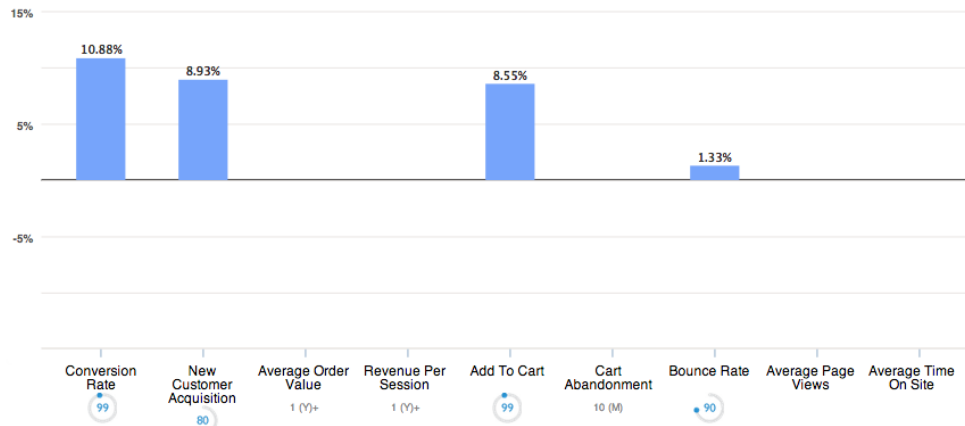
186,751 total sessions
viewed this campaign



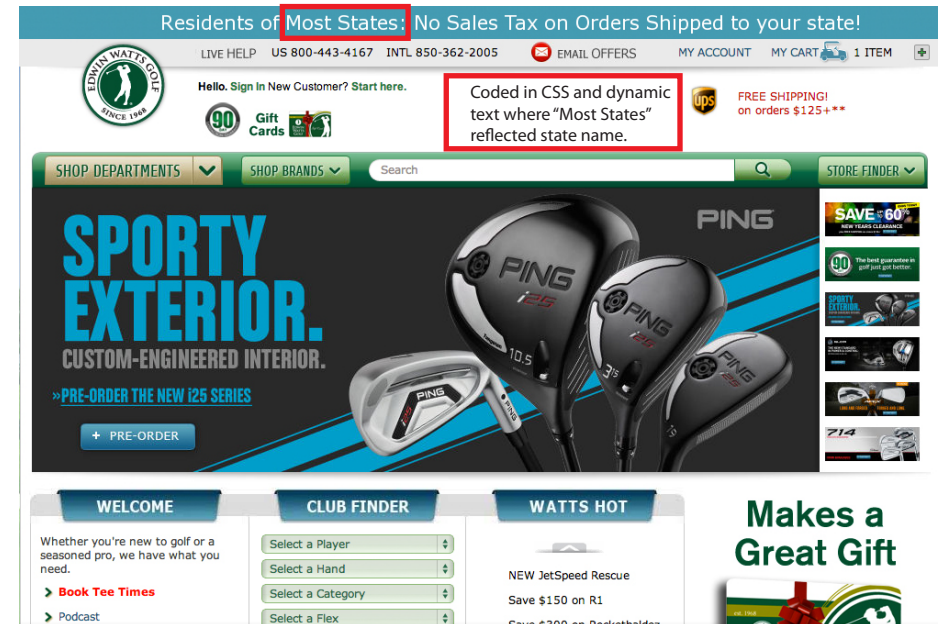
Incremental Revenue
\$28k

Percentage Lift: Experiment vs Control

View raw data as [HTML](#) [CSV](#)



Experiment



Control

