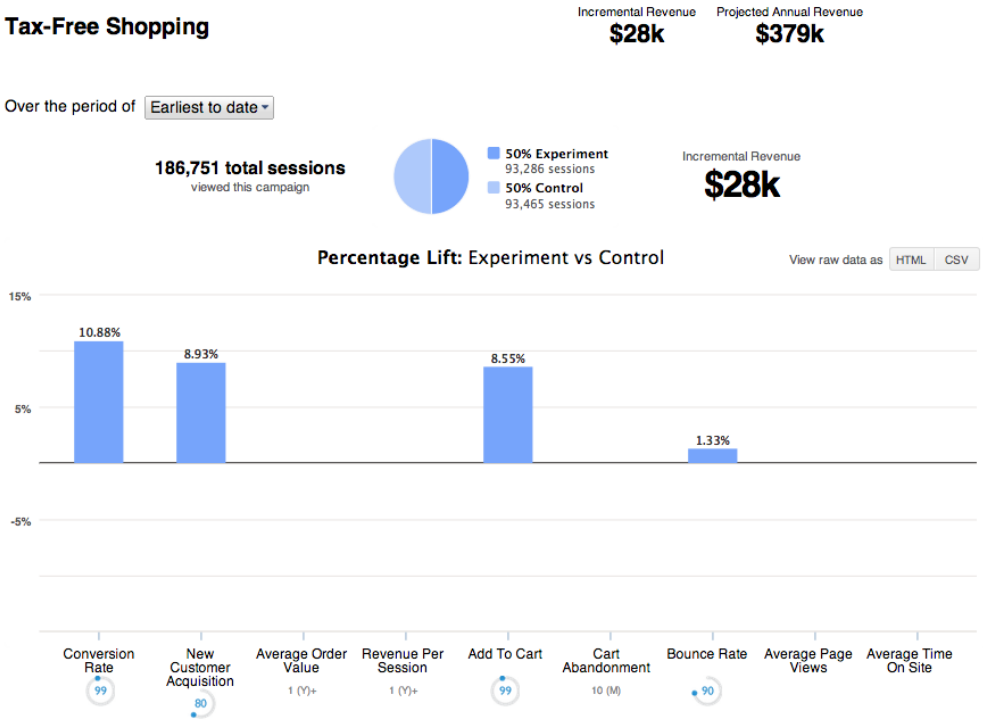
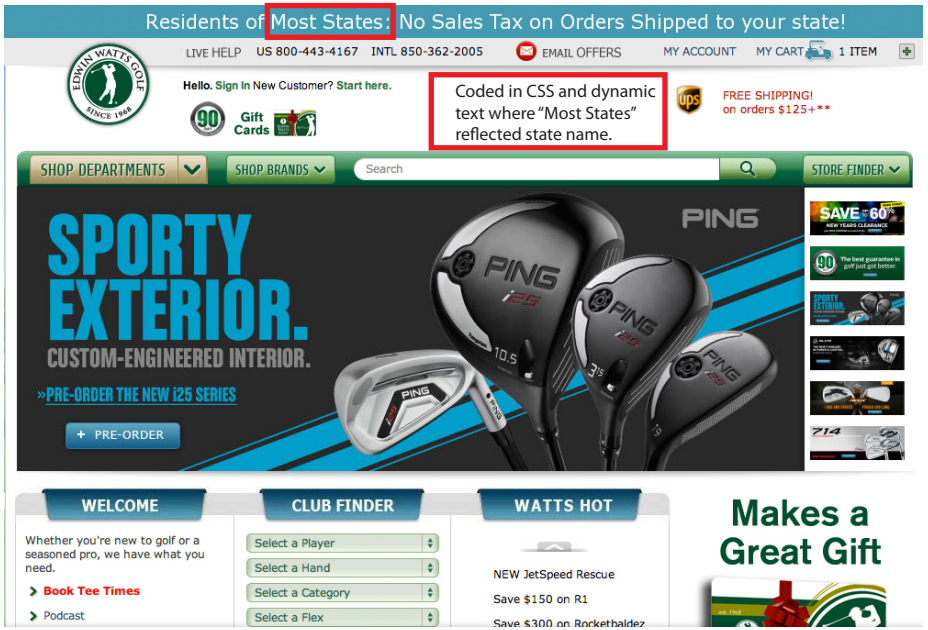
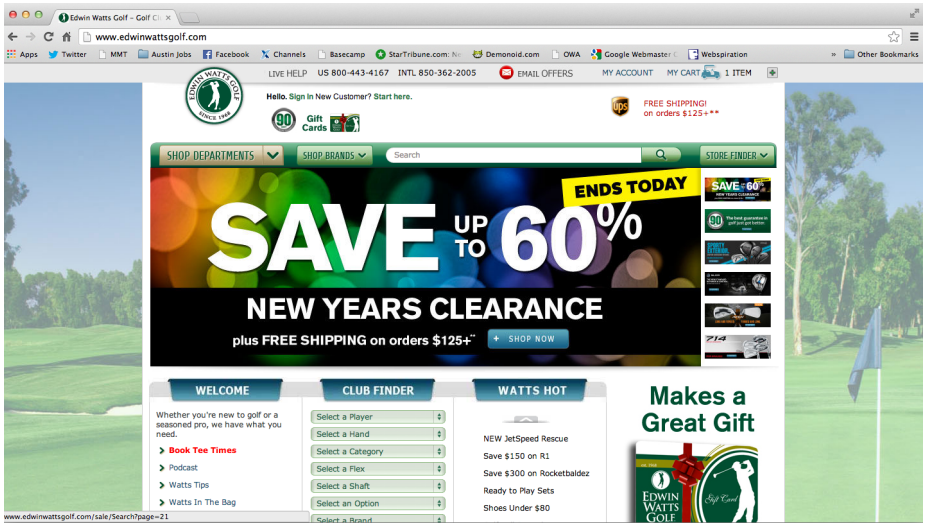
Tax Free Callout Test:

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



Experiment



Control