

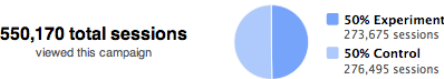
Featured Brands Test:

Experiment was designed to measure the impacts of bringing prominent brands to the top of the brand menu.A/B testing was done on 550k sessions which only resulted in reducing the Bounce Rate. This was not theexpected outcome but the significance of reducing thebounce rate supported a permanent code change.

Test Results

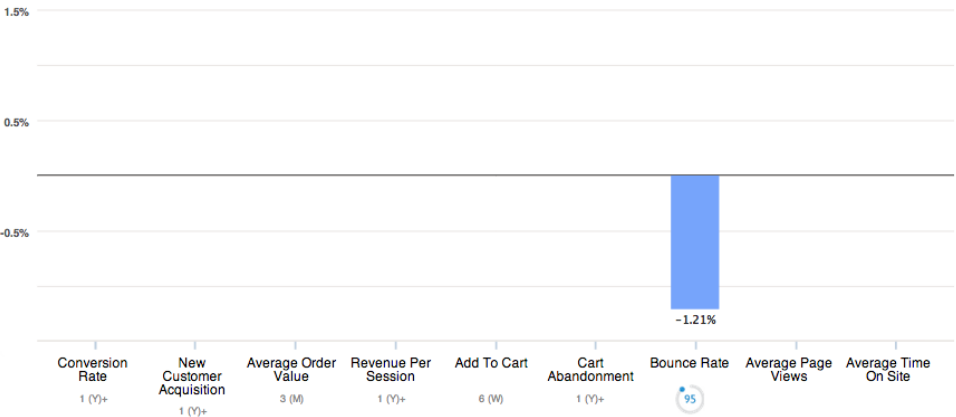
Featured Brands in Dropdown_v3 (exclude Safari)

Over the period of Earliest to date

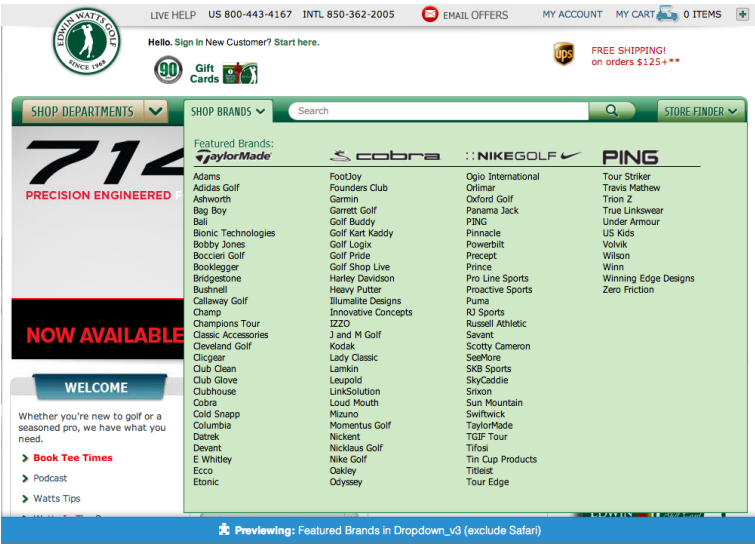


Percentage Lift: Experiment vs Control

View raw data as HTML CSV



Experiment



Control

