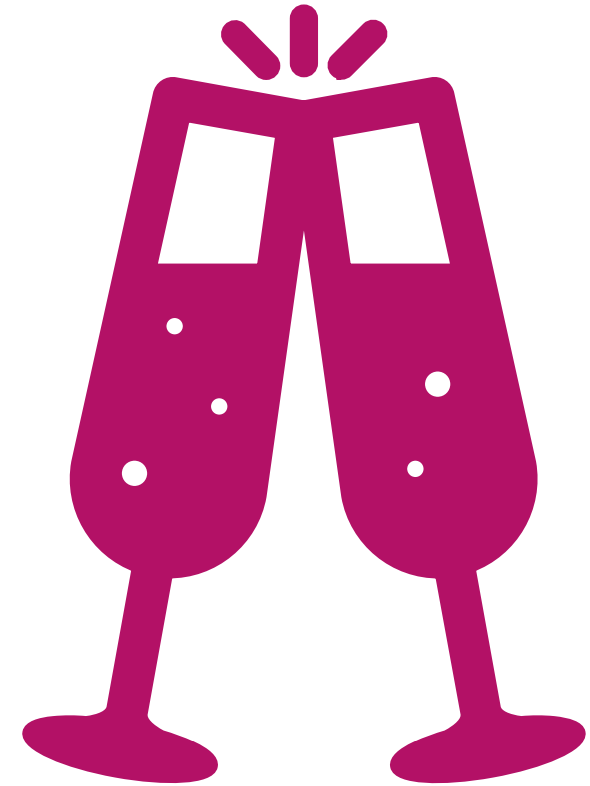


A/B TESTING FOR GLOBOX MAIN WEBPAGE

TENDAI ZVAREVASHE

CONTEXT

- ❑ Promote food and drink offering
- ❑ Increase conversion and or revenue
- ❑ Total number of users in the experiment 48943
- ❑ Duration 13 days



- ❑ An experiment was run on mobile website to highlight key products in the food and drink category
- ❑ The banner aims to increase conversions and or impact on revenue, which are tracked when users make purchases.

Group A: Control
existing landing page



Group B: Treatment
landing page with food & drink banner



Conversion rate

Group A

24343 Users

Conversion rate 3.92%

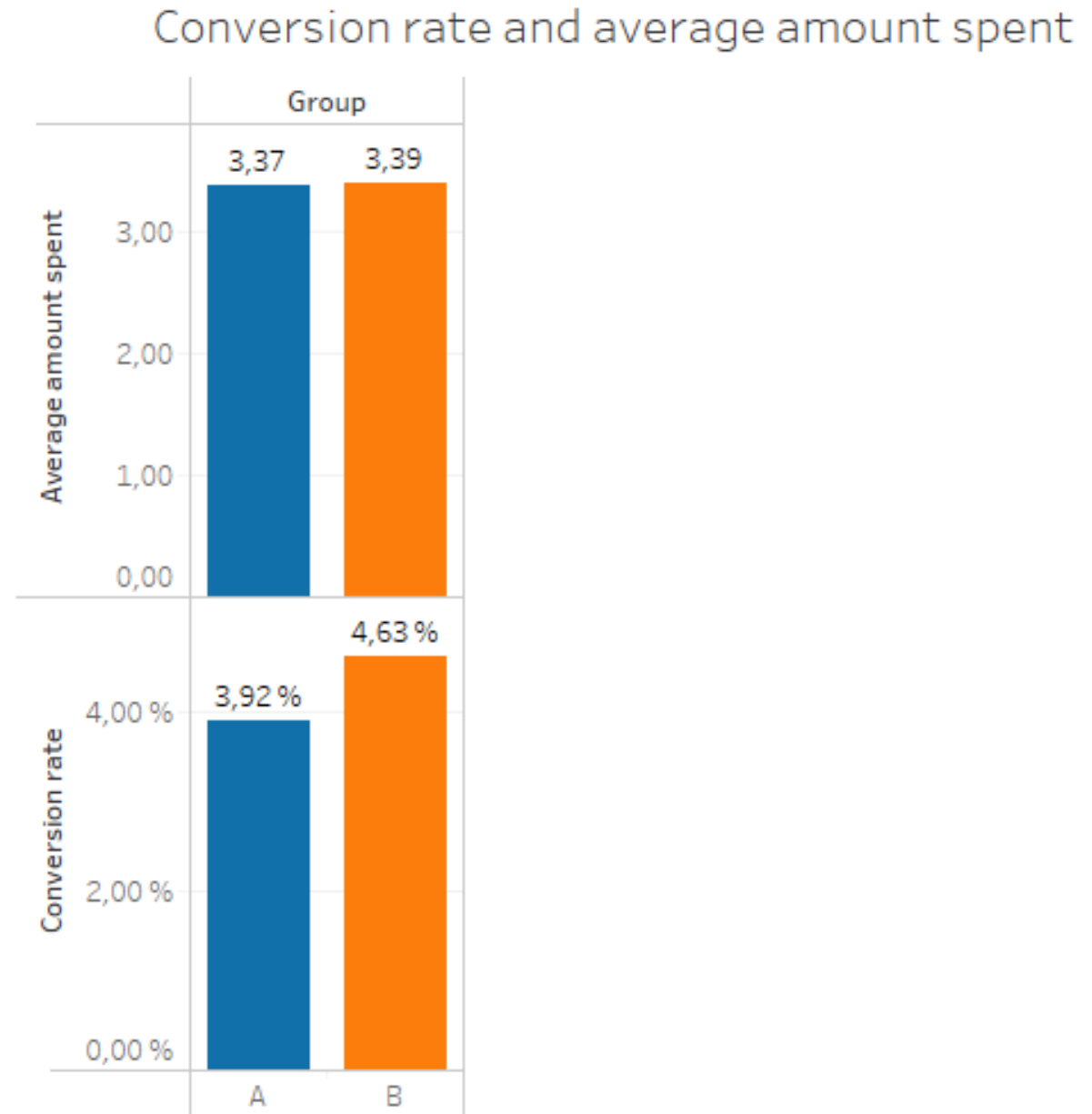
Average amount spent \$3.37

Group B

24600 Users

Conversion rate 4.63%

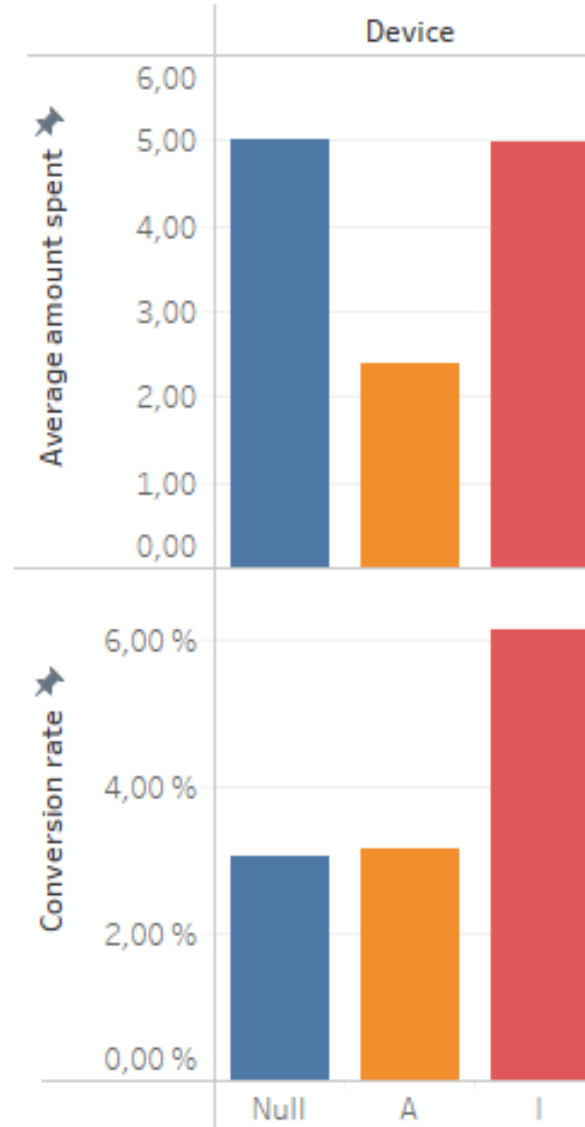
Average amount spent \$3.39



Device

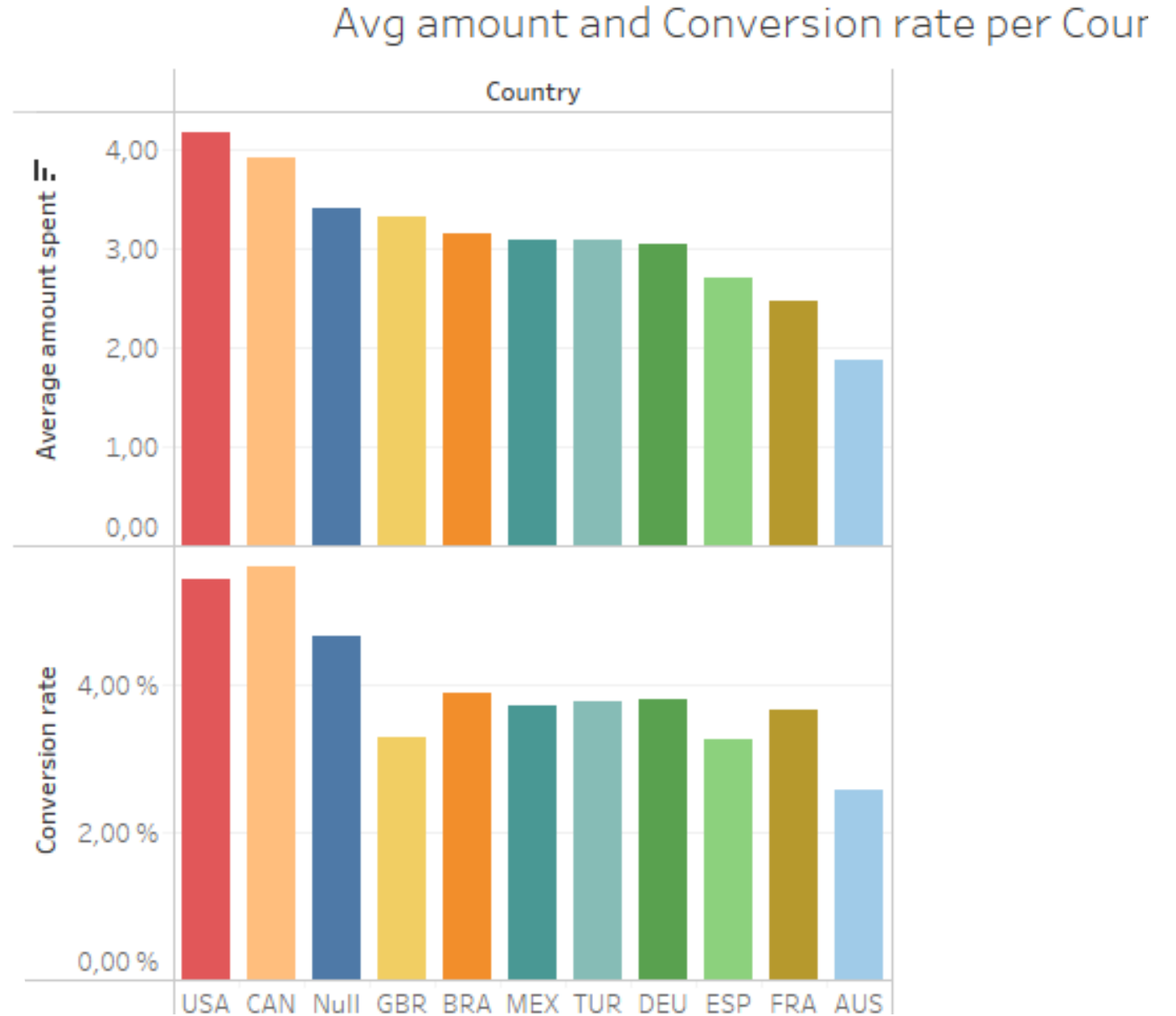
- Percentage difference between the groups of 18%

Avg amount and Conversion rate per Device



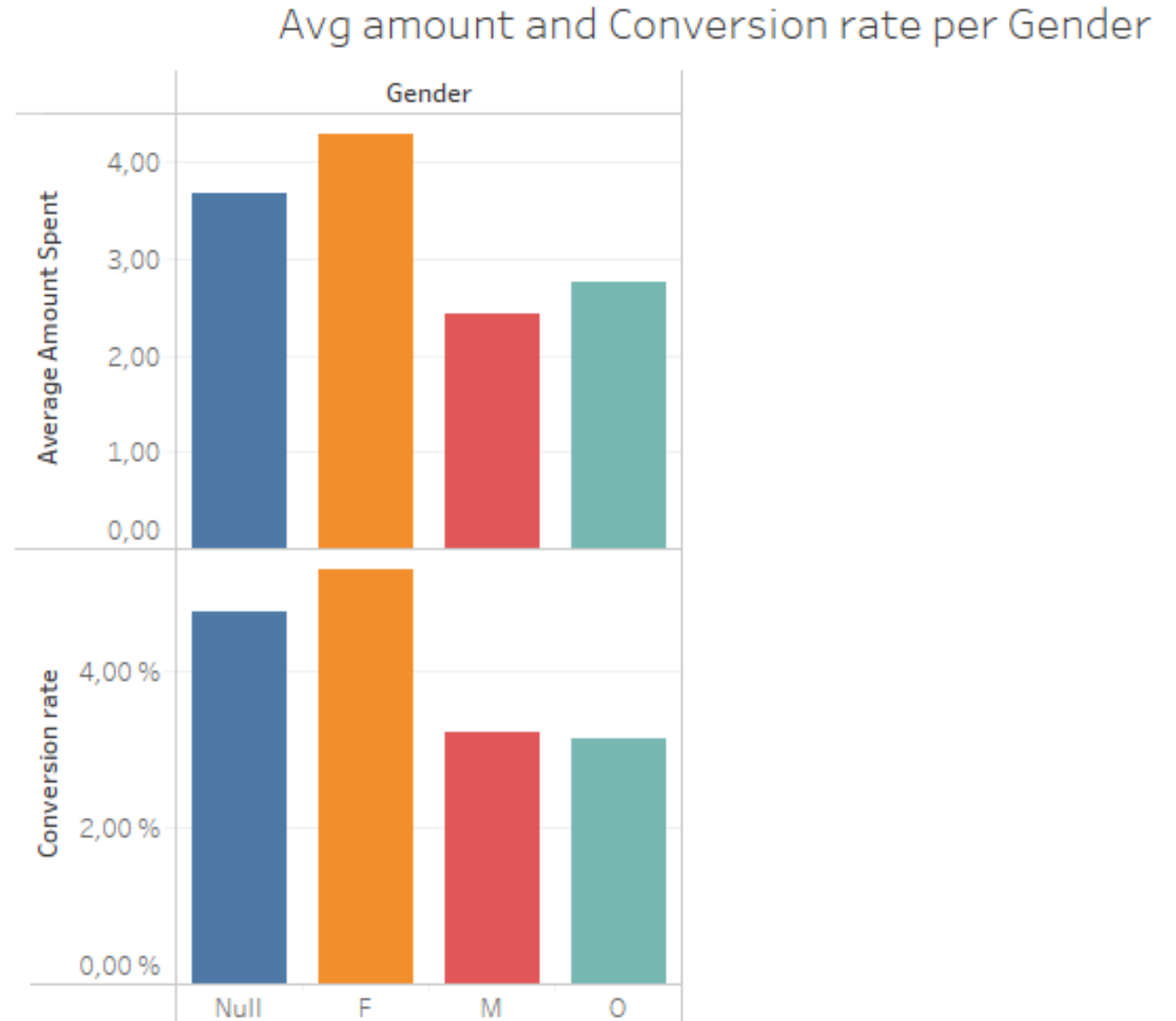
Country

- Percentage difference between the groups of 18%



Gender

- Percentage difference between the groups of 18%



Distribution of amount spend per user

- ❑ No significant difference in amount spent by group

Recommendations



I recommend launching generally Group B presented significantly better results compared to group A



The new feature is at low cost hence a positive cost benefit



I would recommend a bigger sample and longer period



Thank you