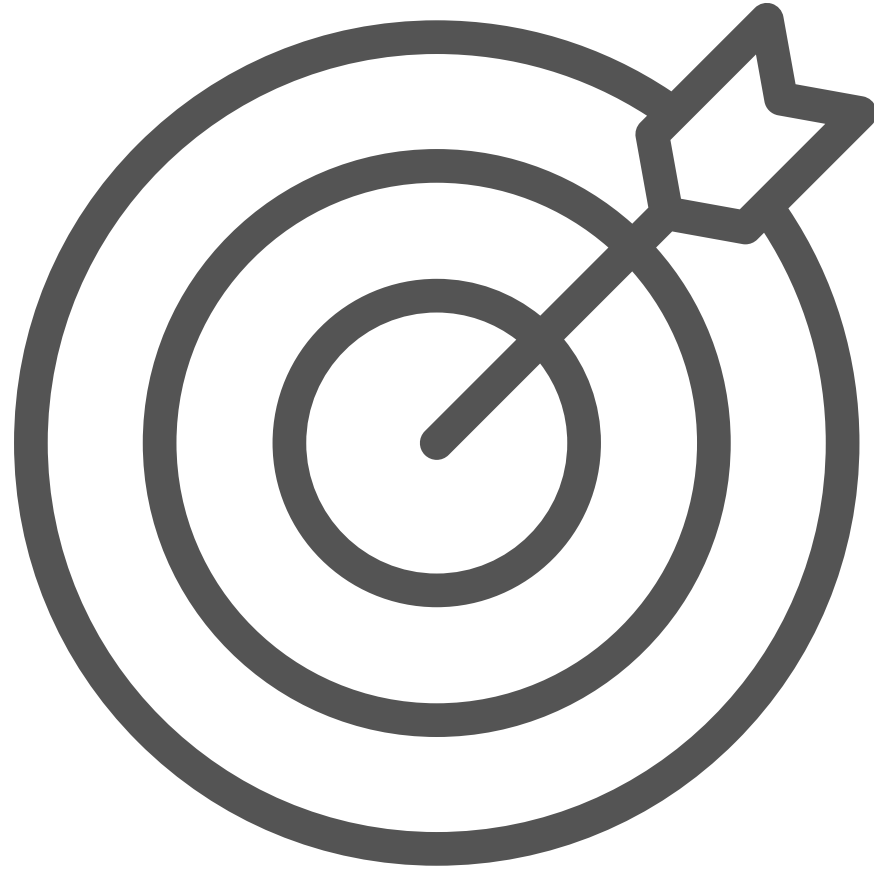


# A/B Testing



"We believe shopping should be an adventure and want to bring the world to your doorstep.

From exotic spices and rare teas to handmade jewellery and textiles, we have a curated selection of products you won't find anywhere else."



Increase the revenue in the food and drink category.

Implementing a banner on the landing page.



Group A: Control  
existing landing page



Group B: Treatment  
landing page with food & drink banner





# Average Amount Spent

Control Group - A



\$ 82.146



\$ 3.375



Test Group - B

\$ 83.415

\$ 3.391

⊗ no sufficient strong evidence

# Conversion Rate

Control Group - A



24,343



955

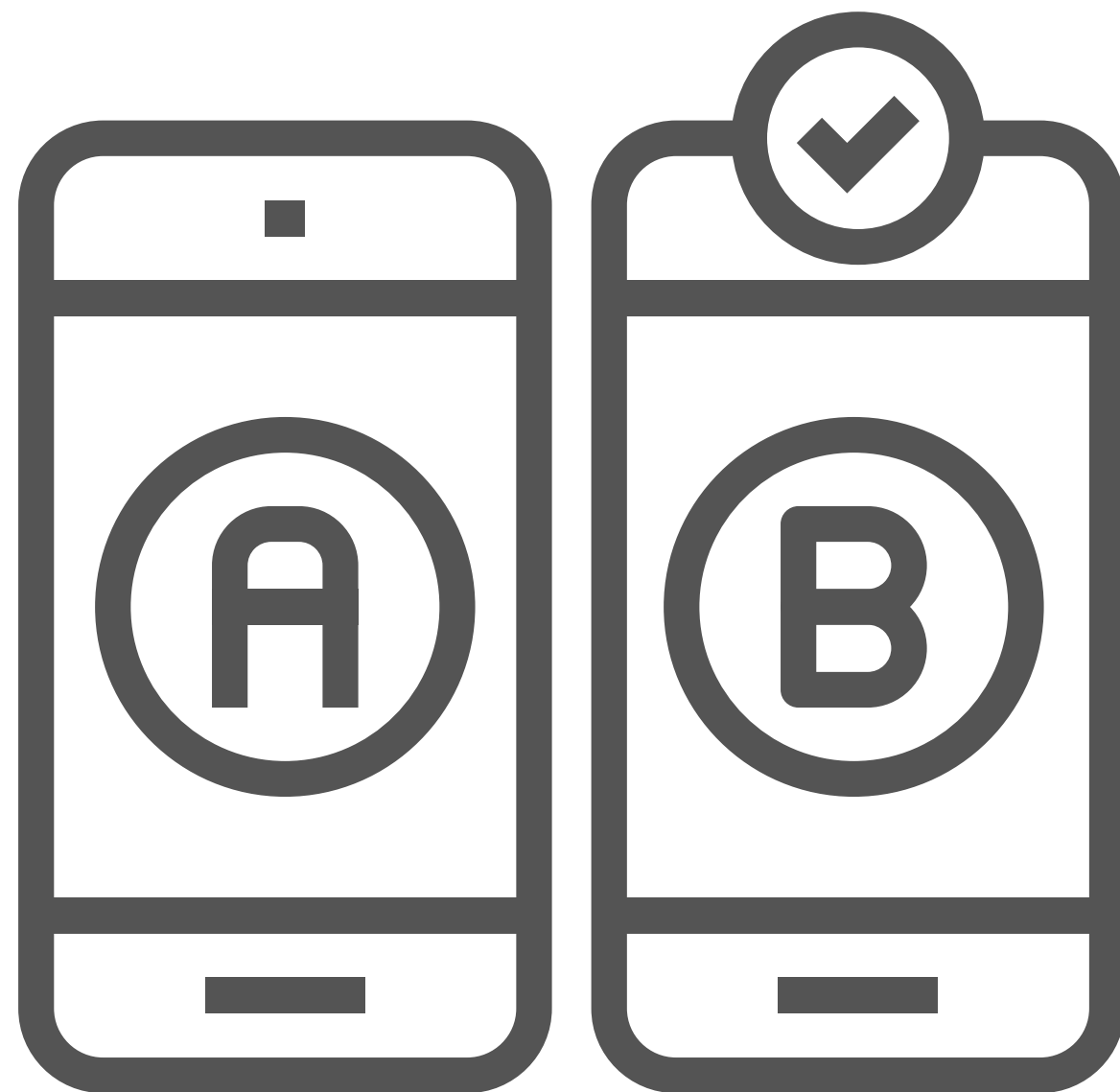
Test Group - B

24,600

1,139



sufficient strong evidence



Banner successfully influenced customers

- to explore and
- purchase products in the food and drink category

**Banner = YES**

**Longer Test**

**Analyse price  
and products**

**Repeat Orders**



# THANK YOU

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| GloBox |

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