



MARKETING A/B TESTING

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Test Phase


One month period

10 Markets

137 Locations

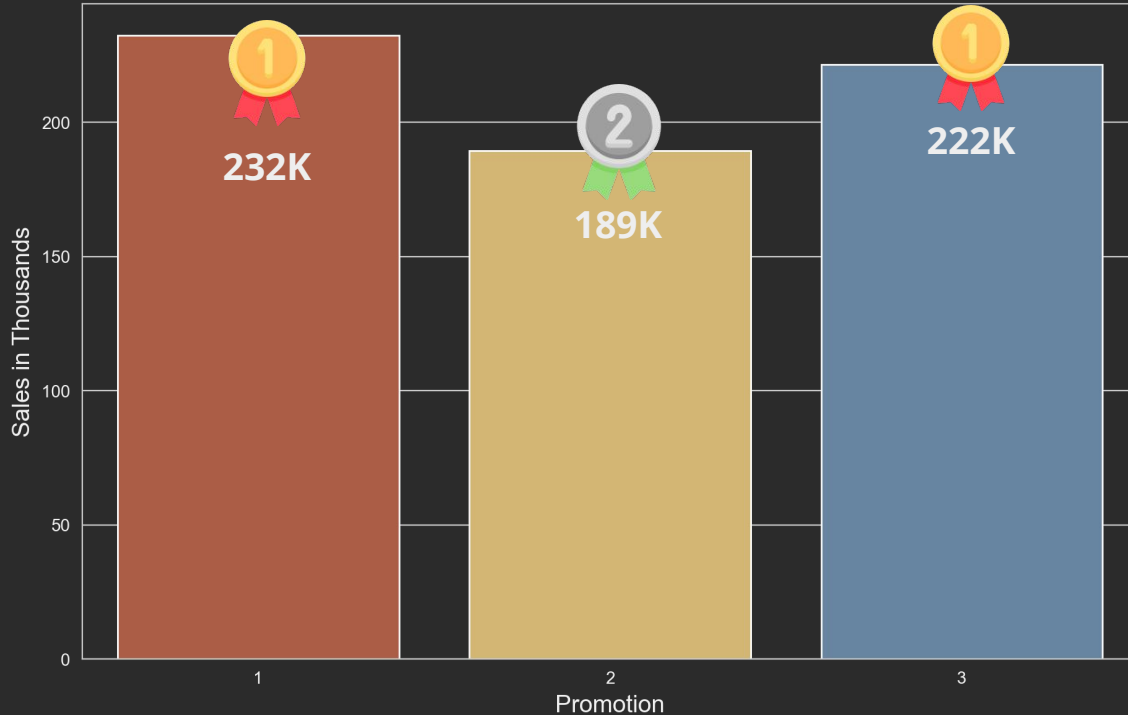
Three promotions

- "Promotion 1"
- "Promotion 2"
- "Promotion 3"



- What was the most effective promotion in terms of sales?

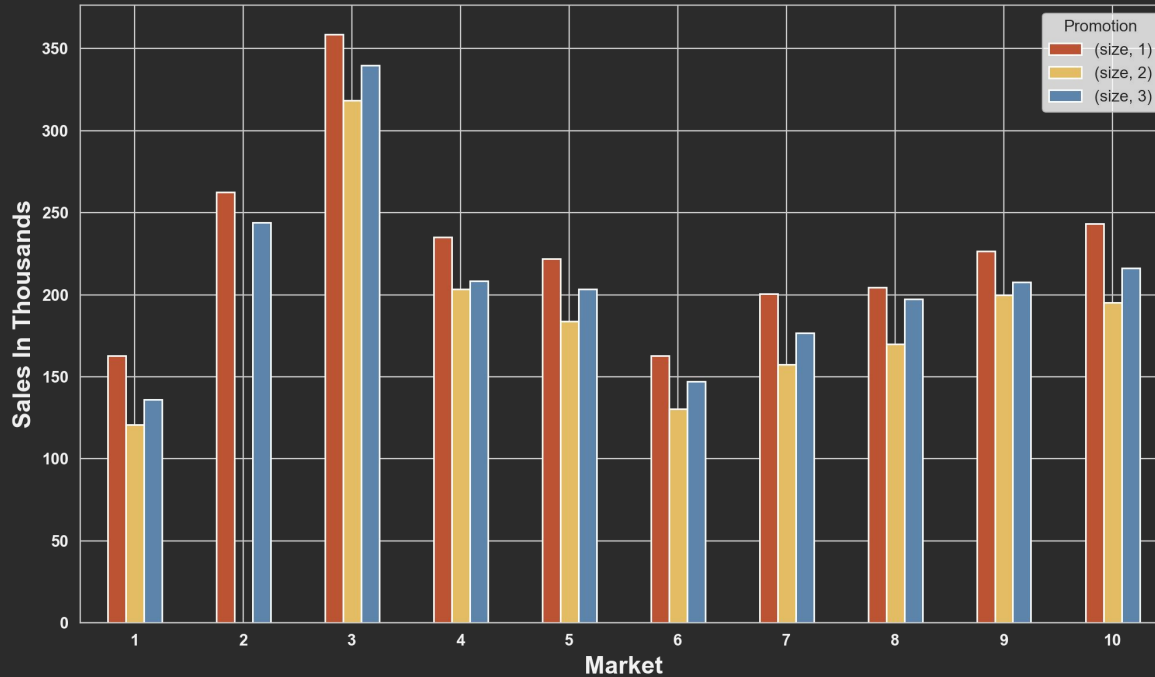
Average Sales per Location



1 & 3 performed significantly better than 2

The difference between 1 & 3 is not significant

Average Sales per Location - split by Market



The promotions performed similarly at each Market

Market Specific Winners

Promotion 1 performed significantly better than P2 and P3 at Market 1, 3, 4, 7 and 10

Conclusions

GLOBAL CAMPAIGN

For a global campaign, Promotion 1 is recommended.

P1 had an average monthly sales 10K higher than P3

Clear winner in 50% of the markets

BEST PERFORMING

Market 3 was the best performing, with an average monthly sale at 339K per location!

FURTHER INSIGHTS

Compare Promotion Sales to previous monthly sales



Thank you!

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Data available at: <https://bit.ly/3jv7wkN>
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