



# ABC -Testing Group 2

## Increase Add-to-cart rate for pet shop

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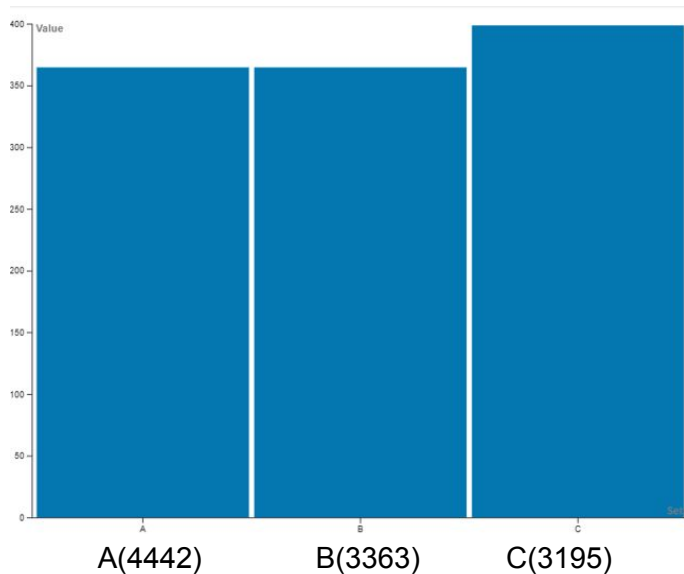
# What We Tested & Why

- Goal: Increase add-to-cart rate by testing layout and messaging changes.
- Hypothesis: A and B or C have the same add-to-cart-rate (Null Hypothesis).
- Variants: do A/B and A/C Testing. (Problem for doing B/C testing - we cannot compare to A). Maybe we did A/B/C testing, since all three variants were in place at the same time (??).
- KPI: Add-to-cart rate





# What We Found



Sum of conversions per variant (number of visitors)

|                                     | A / B Testing  | A/C Testing    |
|-------------------------------------|----------------|----------------|
| Control Conversion Rate             | 8.22%          | 8.22%          |
| Variant Conversion Rate             | 10.85%         | 12.49%         |
| Lift (%)                            | 32.08%         | 51.98%         |
| Absolute differences                |                |                |
| Absolute difference                 | 2.64%          | 4.27%          |
| Confidence Interval (Difference, %) | 1.31% to 3.96% | 2.87% to 5.67% |
| Right-Sided Interval (%)            | 1.52% to ∞%    | 3.09% to ∞%    |
| Left-Sided Interval (%)             | -∞% to 3.75%   | -∞% to 5.45%   |
| Value ± SE (%)                      | 32.08 ± 1.33 % | 51.98 ± 1.40 % |
| P-Value (One-sided)                 | 0.000037       | 0.000000       |
| P-value (Two-sided)                 | 0.000075       | 0.000000       |
| Z-Score                             | 3,96           | 6,14           |
| Significance (One-sided)            | Significant    | Significant    |



# Recommendation

1

Roll out change for Variant C, since Uplift speaks for Variant C.

2

Risks :  
+ bad timing could have messed up result  
+ slight possibility for making errors, even though  $p$  is very small ( $< 0.05$ )

3

Info:  
B performed better than A,  
C performed even better than B.

4

Maybe verification :  
Do an A/C test for four weeks again.



# Thank you.

