



GloBox

New Banner A/B Test Results

How effective is the new website for users converting?



Presentation Overview

- Project Background
- Findings
- Conclusion



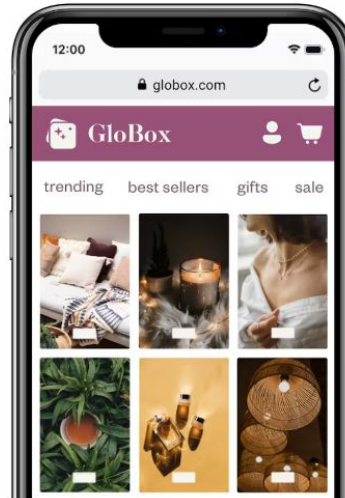
Objective of the Test:

- We launched a new homepage of the GloBox Website
- Increase **Conversion Rate** and **Average Spend** of each user
- A/B Tested with **48943 Users**
- Conducted between **25/01/2023 - 06/02/2023**

Groups and Stimuli:

- Control Group
(24,343 Users)
- Treatment Group
(24,600 Users)

Group A: Control
existing landing page



Group B: Treatment
landing page with food & drink banner

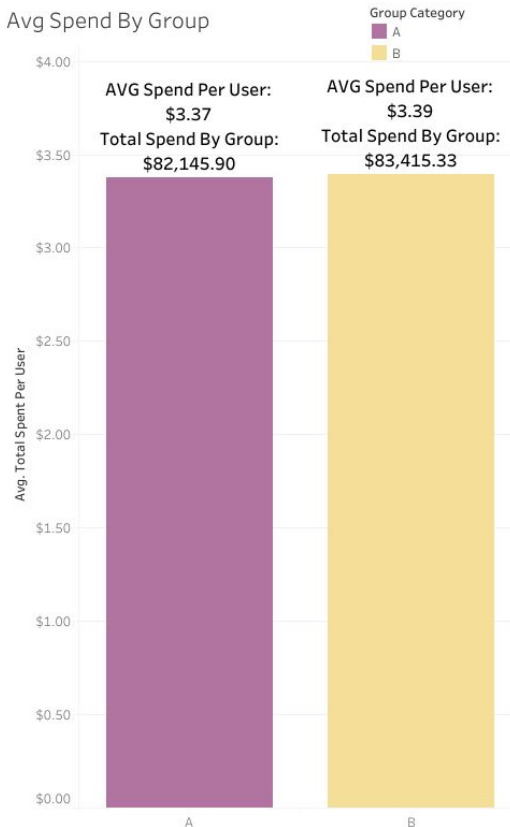




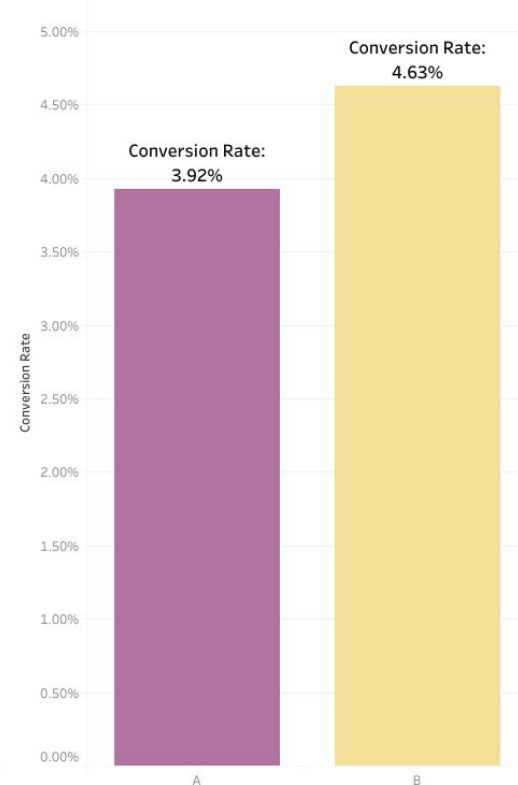
Findings

- Not enough statistical evidence to suggest it had a major impact on the average spend.
- We do notice a significant increase in conversion rate.

Avg Spend By Group



Conversions Rate by Group



Conversion Rate by Device

iOS		Android	
A	B	A	B
Conversion Rate	Conversion Rate	Conversion Rate	Conversion Rate
5.85%	6.47%	2.77%	3.52%
User Count	User Count	User Count	User Count
9,142	9,218	15,054	15,235

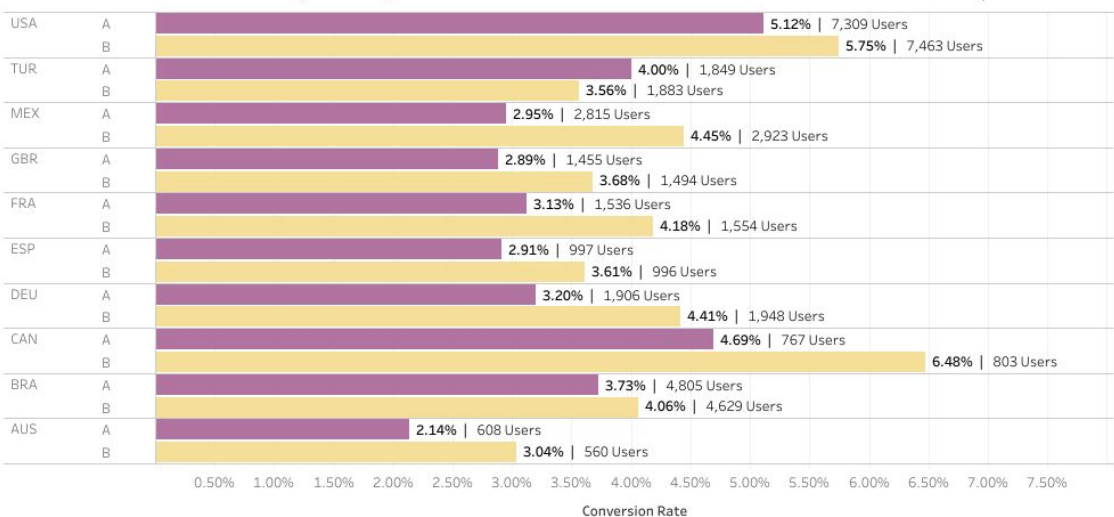
Conversion Rate by Gender

	Male	Female	Other
	Conversion Rate	Conversion Rate	Conversion Rate
A	2.63%	5.14%	3.22%
	User Count	User Count	User Count
	10,054	10,069	808
	Conversion Rate	Conversion Rate	Conversion Rate
B	3.79%	5.44%	3.02%
	User Count	User Count	User Count
	10,235	10,061	861

Conversion Rates

- Improvements in almost all metrics
- Highlights groups in which more targeting is needed

Conversion Rate By Country



Average Spend by Device



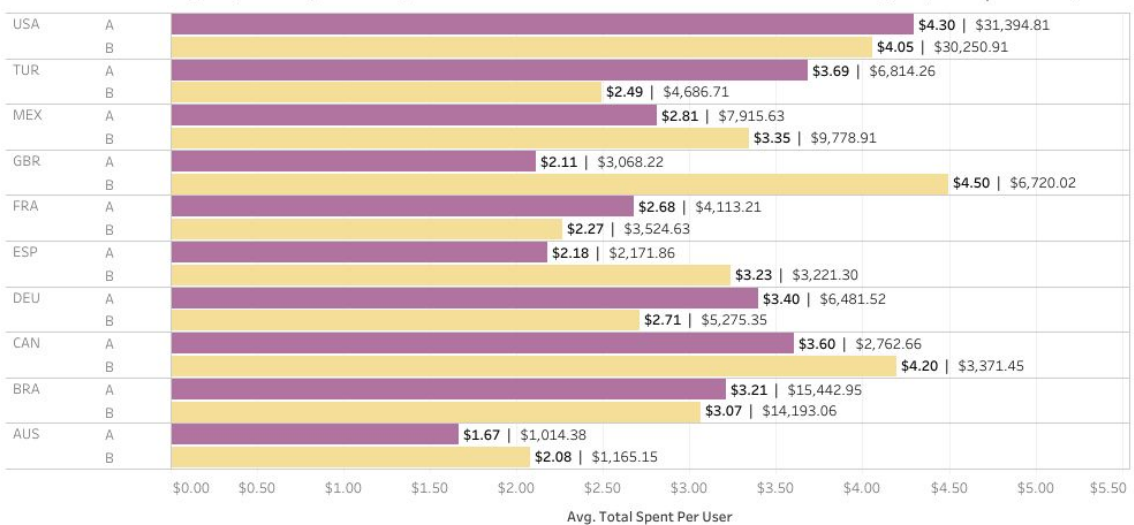
Average Spend by Gender



Average Spend Per User

- We can see the average spend drops in multiple metrics.
- Highlights groups in which more targeting is needed

Average Spend By Country





Conclusion

- Do not launch banner
- Do additional revisions to the banners
- Reconsider launching the banner once we have found a method which helps reach both our targets