Sanity checks

For each metric that you chose as an invariant metric, compute a 95% confidence interval for the value you expect to observe. Enter the upper and lower bounds, and the observed value, all to 4 decimal places. Check the box if the metric passes your sanity check.

	Lower bound	Upper bound	Observed	Passes
• Number of cookies	0.4988	0.5012	0.5006	☑
• Number of user-ids				☐
• Number of clicks on "Start free trial"	0.4959	0.5041	0.5005	☑
• Click-through-probability on "Start free trial"	-0.0013	0.0013	0.0000	☑
• Gross conversion				☐
• Retention				☐
• Net conversion				☐

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