

Need A/B sample sizes on your iPhone or iPad? Download [A/B Buddy](#) today.

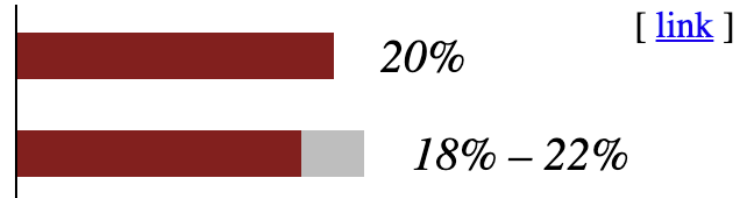
Question: How many subjects are needed for an A/B test?

Baseline conversion rate: %

Minimum Detectable Effect: %

The Minimum Detectable Effect is the smallest effect that will be detected $(1-\beta)\%$ of the time.

☒ Absolute
☐ Relative



Conversion rates in the gray area will not be distinguishable from the baseline.

Sample size:

6,347

per variation

Statistical power $1-\beta$: 80% *Percent of the time the minimum effect size will be detected, assuming it exists*

Significance level α : 5% *Percent of the time a difference will be detected, assuming one does NOT exist*