

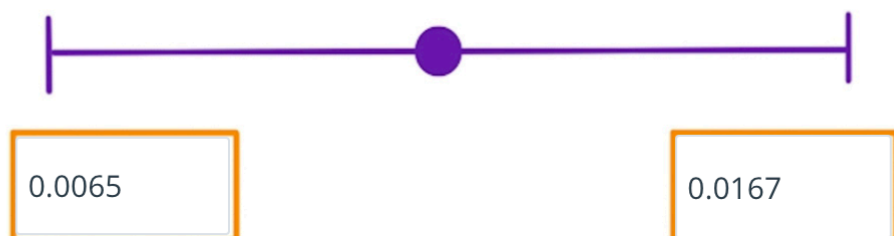
Analysis with a single metric

Metric: click-through-rate $d_{\min} = 0.01$ $\alpha = 0.05$

Empirical SE: 0.0062 with 5000 pageviews in each group

Effect size

Sign test



p-value: 0.4240

Statistically significant?

☒ Yes ☐ No

Statistically significant?

☐ Yes ☒ No

Discuss on the forums: What recommendation would you give? ☒