Choosing Evaluation Metrics

Check each metric you would use as an evaluation metric.

- ☐ **Number of cookies:** That is, number of unique cookies to view the course overview page.
- ☐ **Number of user-ids:** That is, number of users who enroll in the free trial.
- ☐ **Number of clicks:** That is, number of unique cookies to click the "Start free trial" button (which happens before the free trial screener is trigger).
- ☐ **Click-through-probability:** That is, number of unique cookies to click the "Start free trial" button divided by number of unique cookies to view the course overview page.
- ☑ **Gross conversion:** That is, number of user-ids to complete checkout and enroll in the free trial divided by number of unique cookies to click the "Start free trial" button.
- ☑ **Retention:** That is, number of user-ids to remain enrolled past the 14-day boundary (and thus make at least one payment) divided by number of user-ids to complete checkout.
- ☑ **Net conversion:** That is, number of user-ids to remain enrolled past the 14-day boundary (and thus make at least one payment) divided by the number of unique cookies to click the "Start free trial" button.