

Marketing Campaign A/B Test Performance

43.09%

Uplift

2.55%

Ad Conversion Rate

1.79%

PSA Conversion Rate

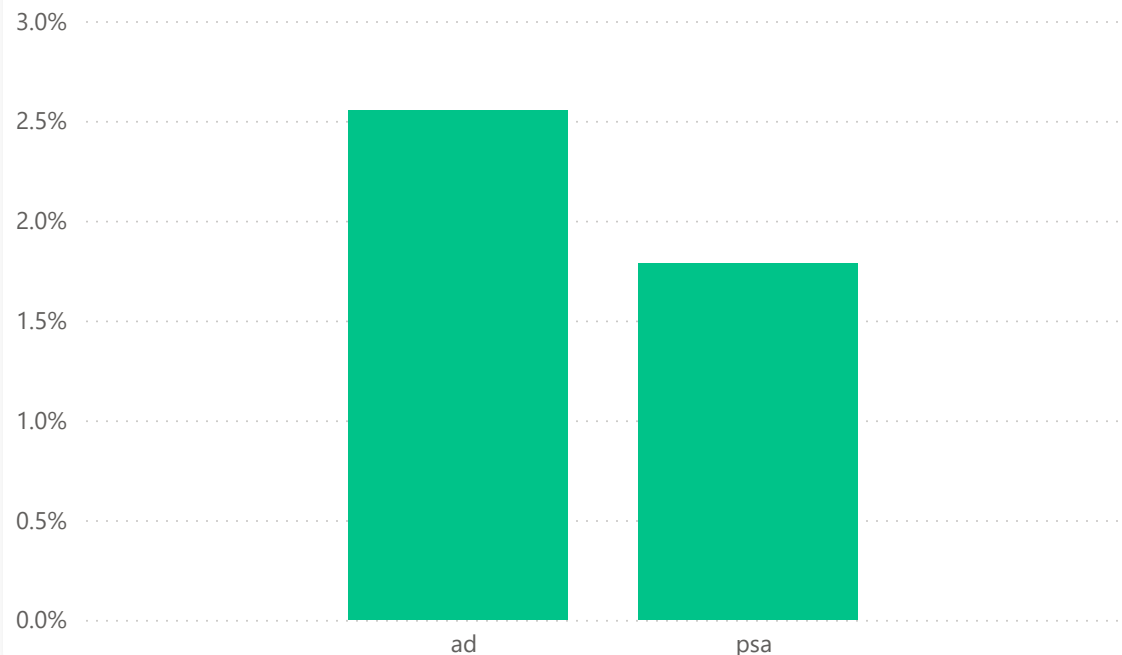
588.10K

Total Users

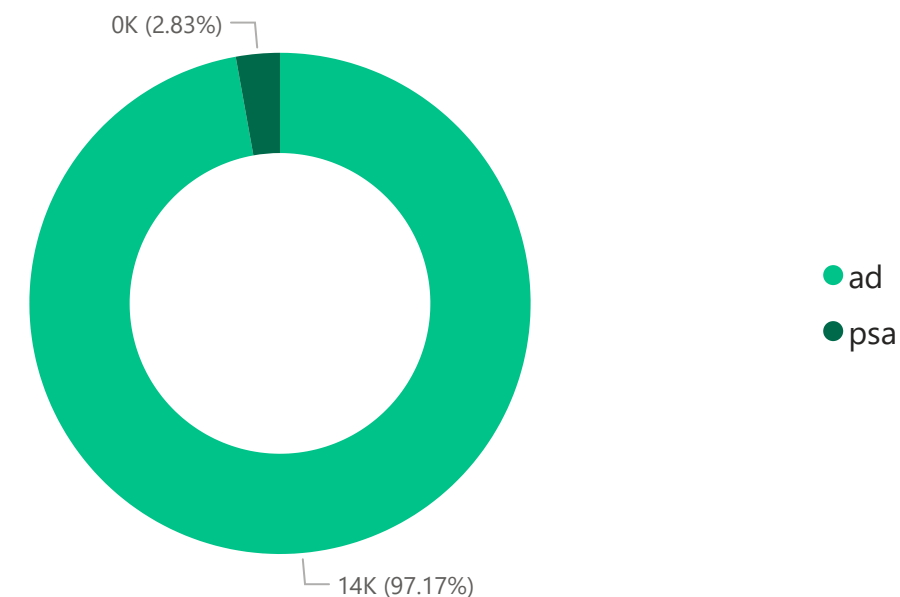
14.84K

Total Conversions

Conversion Rate by test group



Total Conversions by test group



The new ad campaign generated a **43.09%** statistically significant increase in conversions compared to the control group, proving its effectiveness.