

# Experiment Report

Fri Sep 10 2021, 13:12:39

Project: DEV Project

Experiment: CF 69 - Collections: In Stock/ Ready To Ship

SRM DETECTED

START DATE Fri Apr 23 2021	END DATE Wed May 12 2021	REPORT RANGE 04/23/2021 to 05/12/2021	AUDIENCE SEGMENT: ALL USERS	ALL TESTED USERS 33,624	TOTAL CONVERSIONS 3,486	GOALS 9
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## Summary

Experiment CF 69 - Collections: In Stock/ Ready To Ship has a targeted audience of **User not logged in as wholesale and is on Desktop**, and runs with URLs including **condition defined by JavaScript code**

For your primary goal, **Variation 2 - "In stock!" Black Text** is currently winning with an improvement of 1.3%. One other goal is statistically significant, and 2 others are still in progress.

ORIGINAL SCREENSHOT



Variation Name	Status	Revenue ↓	Decrease BounceRate	Increase Engagement
Original Page	STOPPED	-	-	-
Variation 2 - "In stock!" Black Text	STOPPED	+1.30%	+0.82%	+4.36%
Variation 1 - "In stock!" Green Text	STOPPED	+0.05%	-0.73%	+3.02%
Variation 4 - "Ready to ship!" Black Text	STOPPED	-3.05%	-1.23%	-4.21%
Variation 3 - "Ready to ship!" Green Text	STOPPED	-3.10%	+0.78%	+2.50%

1 — 5 Goals of 9 < 1 2 >

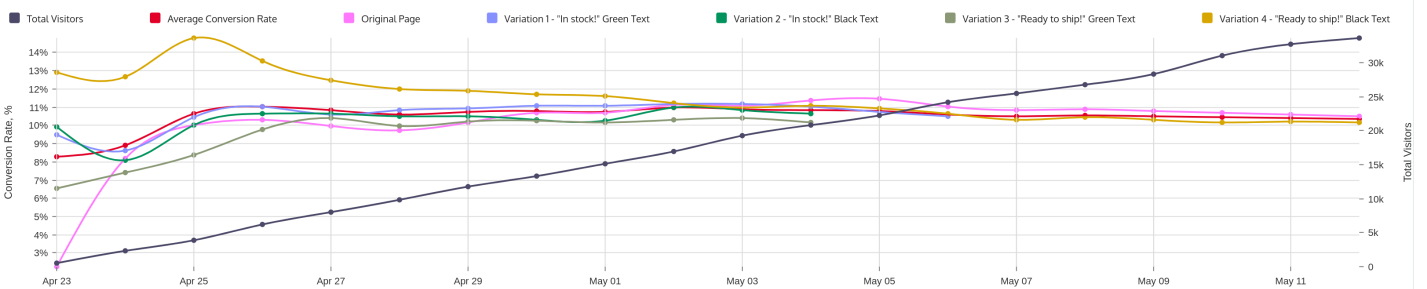
Goal Name	Best Improvement	Conversions	Visitors	Confidence Rate	Confidence
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### Revenue

Congratulations **Variation 2 - "In stock!" Black Text** is a winner, we are sure with 19% statistical confidence.

Variation Name	Improvement ↓	Visitors	Conversions	Conversion Rate	Confidence Level	Confidence Interval
Original Page	—	10,195	1,069	10.49%	—	
Variation 2 - "In stock!" Black Text	1.30%	4,039	429	10.62%	18.83%	
Variation 1 - "In stock!" Green Text	0.05%	5,252	551	10.49%	0.88%	
Variation 4 - "Ready to ship!" Black Text	-3.05%	10,034	1,020	10.17%	54.55%	
Variation 3 - "Ready to ship!" Green Text	-3.10%	4,104	417	10.16%	43.51%	

Cumulative Conversions / Time



Decrease BounceRate Variation 2 - "In stock!" Black Text	▲ +0.82% ± 1.95%	3,132 Conv.	4,039 Visitors	77.54% CR	58.26%
Increase Engagement Variation 2 - "In stock!" Black Text	▲ +4.36% ± 1.95%	1,474 Conv.	4,039 Visitors	36.49% CR	91.40%
Visit Cart Variation 2 - "In stock!" Black Text	▼ -1.54% ± 1.95%	495 Conv.	4,039 Visitors	12.26% CR	24.57%
PDP Views Variation 2 - "In stock!" Black Text	▲ +9.21% ± 1.95%	1,802 Conv.	4,039 Visitors	44.62% CR	100.00%
Add To Cart Variation 1 - "In stock!" Green Text	▼ -2.29% ± 1.95%	751 Conv.	5,252 Visitors	14.30% CR	42.47%
Collections Tile Clicks Variation 2 - "In stock!" Black Text	▼ -0.53% ± 1.95%	785 Conv.	4,039 Visitors	19.44% CR	11.17%
Collections New CTA Clicks Variation 1 - "In stock!" Green Text	—	0 Conv.	5,252 Visitors	0.00% CR	0.00%

^ Collections Tile Clicks (Tile ONLY)  
Variation 4 - 'Ready to ship!' Black Text

▼ -1.76%  
± 1.95%

1,487  
Conv.

10,034  
Visitors

14.82%  
CR

40.44%  
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