

Live Experiment Results Report

SAMPLE subject: landing page test for a meal-planning app

Prepared for: SAMPLE / EXEMPLU

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SAMPLE

Variant A converted visitors to signups about twice as often in this sample.

Sample report with illustrative demo values. Not a real study, customer or market claim.

EXECUTIVE SUMMARY

- A's concrete time promise outperformed B at every funnel step (SAMPLE data).
- The biggest drop-off for both is signup > checkout.
- Payment counts are too small to support a pricing conclusion.

DECISION

Keep A's message; fix checkout friction before scaling.

NEXT STEP

Re-run SKPSIS on pricing before scaling spend.

1,240 (SAMPLE)

Visitors

€180 (SAMPLE)

Budget

7

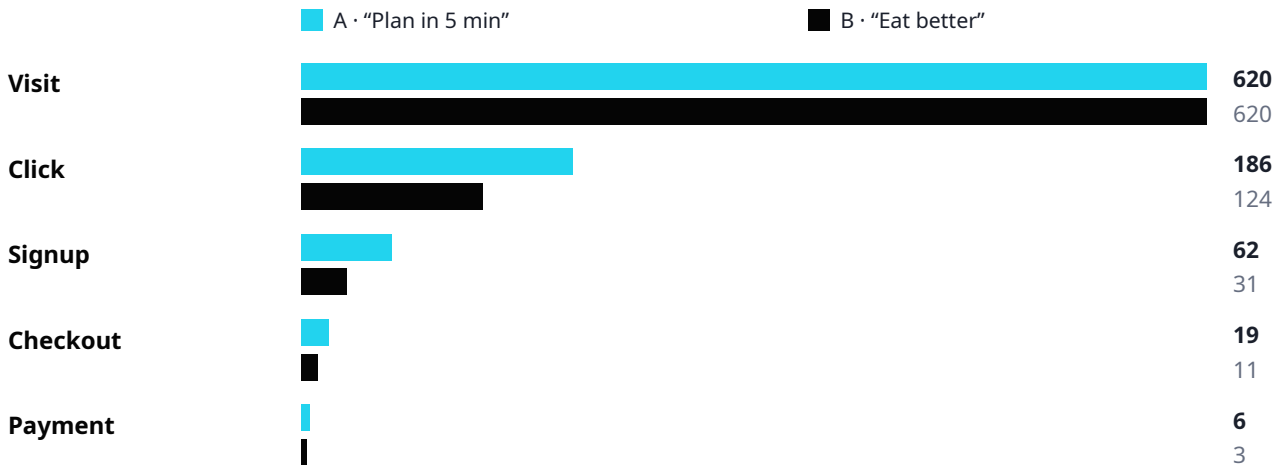
Run time (days)

01 SIGNALS STATEMENT

We observed behavior, not opinions: clicks, signups, checkout starts and payment attempts from real visitors.

02 FUNNEL SUMMARY

Events per variant (SAMPLE counts).



03 BEHAVIORAL READ

Visitors respond to a concrete, time-bound promise. Interest collapses when price appears.

04 SEGMENT DIFFERENCES

Segment	Signup rate A	Signup rate B
Mobile	9.1%	4.6%
Desktop	12.4%	5.9%

05 FRICTION POINTS

- Price revealed only at checkout.
- Account creation required before preview.

06 NEXT DECISION

Whether to show price earlier and remove forced signup.

07 RECOMMENDED NEXT EXPERIMENT

A vs A+visible price, 7 days, same budget.

METHODOLOGY

Two landing variants split 50/50 on paid social traffic. Events tracked: click, signup, checkout start, payment intent. No personal data beyond consented analytics.

RESEARCH BEHIND THE METHOD

Current methodological context. These references are not evidence for this historical run.

SKPTST: planned methodology. The engine and paid traffic acquisition are not active.

PLAN ALLOCATION AND SAMPLE SIZE BEFORE TESTING

Kohavi, R.; Longbotham, R.; Sommerfield, D.; Henne, R. M. (2009). Controlled experiments on the web: survey and practical guide. *Data Mining and Knowledge Discovery*, 18, 140–181. Online: 30 July 2008; issue: February 2009.

Research finding: Controlled experiments use randomization, statistical power and variance considerations.

DEFINE STOPPING RULES BEFORE INSPECTING OUTCOMES

Kohavi, R.; Deng, A.; Vermeer, L. (2022). A/B Testing Intuition Busters: Common Misunderstandings in Online Controlled Experiments. *Proceedings of ACM SIGKDD 2022*, 3168–3177. Conference: 14–18 August 2022.

Research finding: Opportunistic stopping and post-hoc analysis can undermine A/B-test interpretation.

SEPARATE A TRAFFIC PILOT FROM PROOF OF ADVERTISING IMPACT

Lewis, R. A.; Rao, J. M. (2015). The Unfavorable Economics of Measuring the Returns to Advertising. *The Quarterly Journal of Economics*, 130(4), 1941–1973. Issue: November 2015.

Blake, T.; Nosko, C.; Tadelis, S. (2015). Consumer Heterogeneity and Paid Search Effectiveness: A Large-Scale Field Experiment. *Econometrica*, 83(1), 155–174. Issue: January 2015.

Research finding: Advertising returns can be difficult to estimate; the eBay experiment found effects differed across user groups.

UNCERTAINTY NOTES

- Sample size too small for fine segment claims.
- Paid traffic may differ from organic visitors.

EVIDENCE & SOURCES

Analytics events

Behavioral · SAMPLE export

Ad platform

Traffic · Spend and reach (SAMPLE)