

A/B Testing Report



Objectives

- Assess the efficiency of a marketing campaign by comparing test stores and control group stores
- Evaluate the global sales uplift linked to my campaign

Key questions

- Was the perimeter of my action correctly defined?
- What is the acquisition cost of a new purchaser of my promoted products regarding the media cost?

Media Booking

4 weeks

Post reporting

- Reach
- Number of category and product purchasers
- Number of new buyers
- Category and Promoted Product Turn. Evolution

Sample pictures

