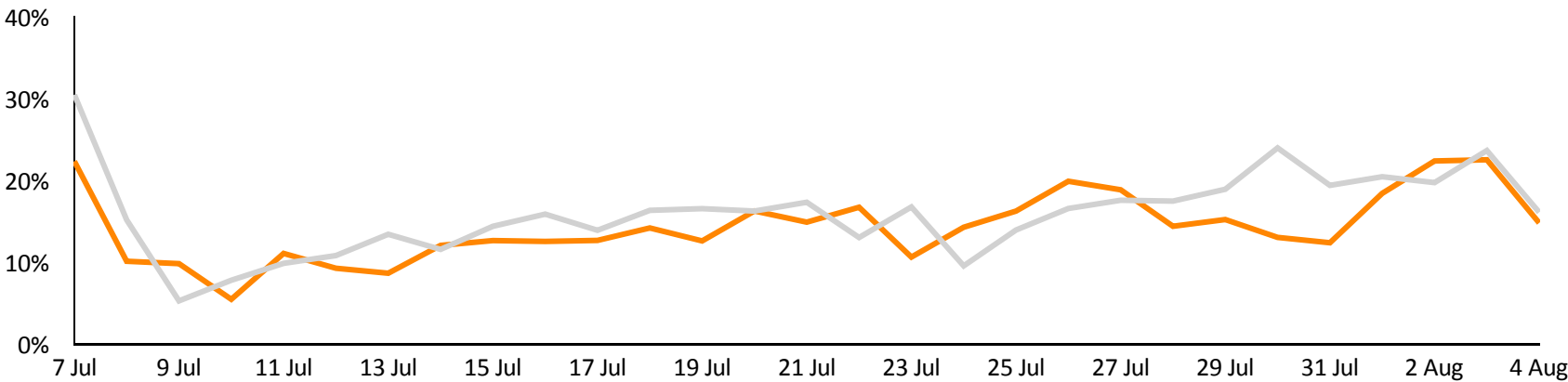


FS | OBW - One Pager - TRANSACTIONS

Test period: 07.07. - 04.08.2022
Possible risk(s): -
Hypothesis: Erhöhung ACVR durch Optimierung der UX
Tested page(s): -
Test setup: Redirect Test 50/50
Test focus: ACVR

Original (V0): OBW mit Steps
Variation (V1): OBW One Pager

Transaction conversion rate over time



	Device	Sessions	Users	Users %	Transactions	CR *
V0: Original	desktop	4,209	3,436	41%	879	25.58%
	mobile	5,426	4,843	58%	493	10.18%
	tablet	78	74	1%	9	12.16%
	Grand total	9,713	8,337	100%	1,381	16.56%
V1: Variation	desktop	4,220	3,472	41%	1,023	29.46%
	mobile	5,402	4,953	58%	493	9.95%
	tablet	118	107	1%	23	21.5%
	Grand total	9,740	8,585	100%	1,539	17.93%

Uplift	Significance
15.2%	●
-2.2%	●
76.7%	●
8.2%	●

* Calculation of conversion rate is user-based, not session-based as in Google Analytics: $CR = Leads / Users \times 100$ (in %)

● highly significant (level of significance ≥ 99%) ● significant (95% ≤ level of sig. < 99%) ● significant by trend (90% ≤ level of sig. < 95%) ● not significant (level of sig. < 90%) ● paucity of data