

Warning number 000123
04/01/2019

+67%

Test name:

Display or not the special offer on socks

Traffic proportion: 80%

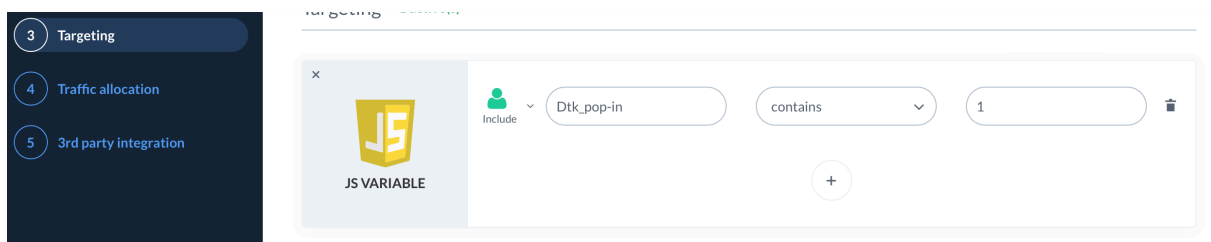
Test type: AB

Date range: 16 jours (20th of December 2018 - 4th of January 2019)

KPI : conversion rate

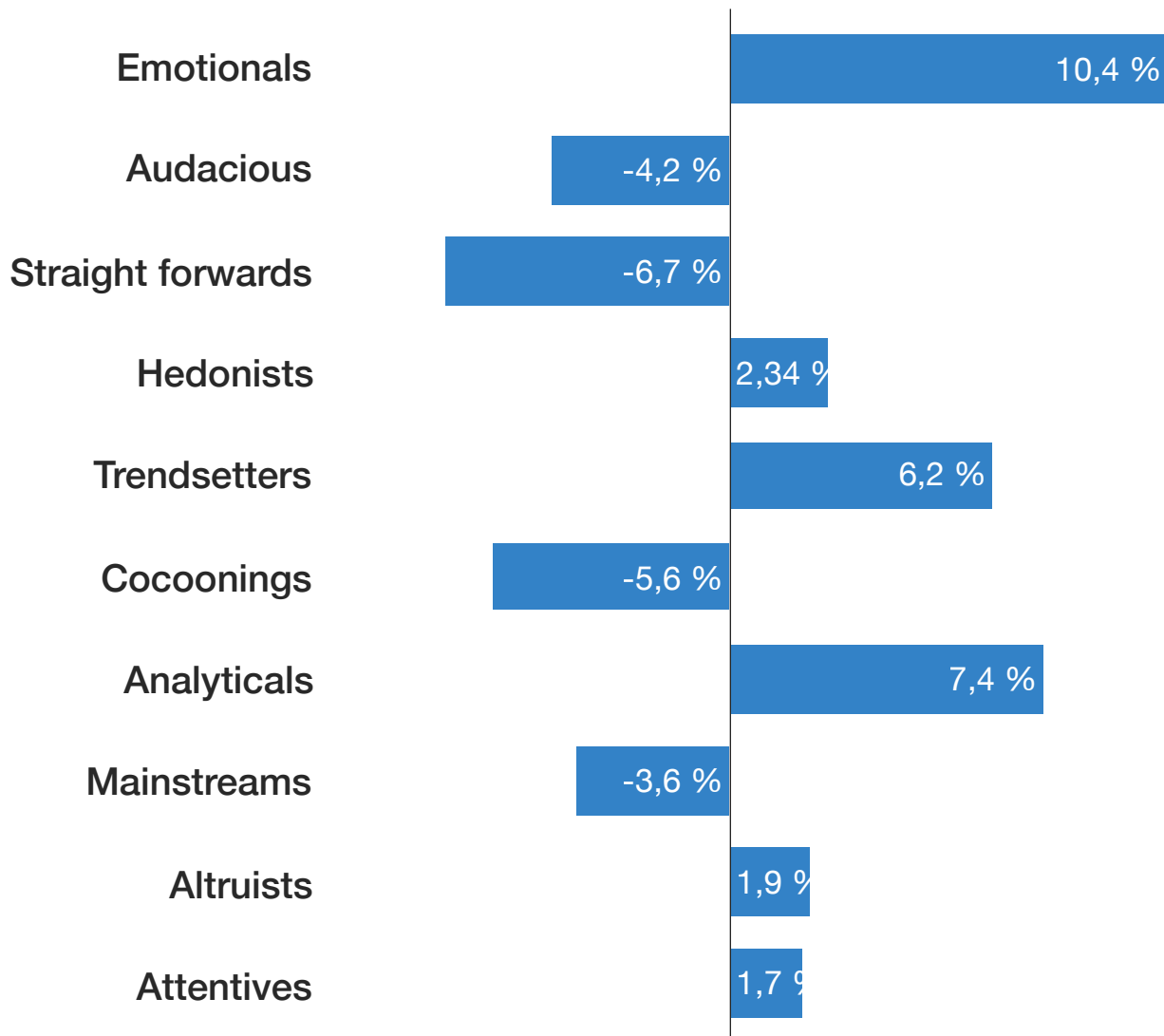
Variation	Conversion rate	Performance	Reliability
Original	1,20 %		
With special offer	1,27 %	+5,5%	Excellent (92%)
With special offer optimized by Dotaki	1,31 %	+9,2%	Excellent (99%)

To activate Dotaki optimization and benefit of a 67% increase in conversion, insert the custom variable Dtk_pop-in in your personalisation engine (see the following screenshot example) :



For your information, here is the performance of the variation according to the Dotaki segments before the optimization:

Performance of « special offer » vs « original »



DOTAKI

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