



Multivariate Testing - Ad Creative

	Recipe	Visitors	Conversion Rate	Lift	Confidence
	Recipe A [CONTROL]	9.06% (275)	5.09% (14)	---	--
	Recipe B [create campaign]	10.05% (305)	8.20% (25)	61.01%	
	Recipe C	8.93% (271)	4.06% (11)	-20.27%	
	Recipe D	10.38% (315)	7.30% (23)	43.42%	
	Recipe E	13.68% (415)	6.99% (29)	37.26%	
	Recipe F	11.54% (350)	5.71% (20)	12.24%	
	Recipe G	12.49% (379)	6.33% (24)	24.39%	
	Recipe H	14.04% (426)	6.10% (26)	19.89%	
	Recipe I	9.82% (298)	4.70% (14)	-7.72%	
	Total	100.00% (3,034)	6.13% (186)	0.00%	---

Note: Report data may be delayed by up to 1 minute.

Recipe B: Increased registrations by 61.01%
86.9% confidence