



Experiment Report Template (Example)

Find a blank version of the template here: [Eppo - Experiment Report Template \(Blank\)](#)

Section Block & Notes	Content
Experiment Title <i>Keep it punchy, and quantify the impact the experiment had on the key metric.</i>	Limiting new users' access to premium labels increased paid conversions by 18%
Author & Team <i>Be generous with crediting your team and their contributions; this document will have a lot of eyes on it</i>	By: Jennifer Hewitt, Data Scientist Team: Product Growth Product Manager: Tanvi Iyer Engineering Manager: Ben Nowak SWEs: Sarah Lee, David Rodriguez, Melody Jones
Executive Summary <i>If your stakeholders read nothing else except the executive summary, what do they absolutely need to know? What will happen next?</i>	A current 2023 H1 goal is to increase paid conversions. In January 2023, we experimented with limiting new users' ability to see premium brands when shopping for items on OnFleek.com. They were required to upgrade to a paid plan in order to purchase premium brand items. We hypothesized that our users come to OnFleek.com primarily to purchase premium items and would not be deterred by the upgrade requirement. We measured a significant 18% uplift in the conversion rate with only a 5% decrease in overall purchases and a 3% increase in average order value. Overall, the experiment generated \$137,000 in ARR and \$2,200 in transactional revenue. This will now be rolled out to all new users.
Next Steps <i>What are the next steps to be taken, and who owns</i>	<ul style="list-style-type: none">• Roll out immediately to 100% of new users (owner: Ben Nowak)• Product Growth will discuss and prioritize approaches for migrating existing members on a free plan to a paid plan in order to continue purchasing premium items (owner: Tanvi Iyer)• Marketing to update front copy to reflect pricing changes (owner: Sherica McCab)

<p><i>these steps?</i></p>	<ul style="list-style-type: none"> Data to stand up a monitoring dashboard (owner: Jennifer Hewitt) 																					
<p>Key Results: Primary Metrics</p> <p><i>The primary/success metric: what were the variants' values and the spread (confidence interval)?</i></p>	<p>We measured a significant 18% uplift in the conversion rate. Limiting access to premium brands generates 408 incremental conversions in one month; with an ARR of \$335 per conversion, this was equivalent to \$137,000 in new ARR.</p> <table border="1" data-bbox="596 440 1892 631"> <thead> <tr> <th>Metric</th> <th>Control</th> <th>Test</th> <th>Change (abs)</th> <th>Change (rel)</th> <th>CI</th> <th>Sig?</th> </tr> </thead> <tbody> <tr> <td>Conversion Rate</td> <td>16.0%</td> <td>18.88%</td> <td>+2.8%</td> <td>18%</td> <td>14%, 22%</td> <td>Y</td> </tr> </tbody> </table>	Metric	Control	Test	Change (abs)	Change (rel)	CI	Sig?	Conversion Rate	16.0%	18.88%	+2.8%	18%	14%, 22%	Y							
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<p>Key Results: Supporting Metrics</p> <p><i>Other supporting metrics - such as guardrail metrics or highly relevant things that you wanted to monitor as indicators of user behavior</i></p>	<p>We also monitored the average orders per person and the average order value. We were concerned that average order value would decrease given users were spending money on premium plans, and that the upgrade event would effectively replace a purchase event.</p> <p>Overall purchases per person did decrease by 5% but AOV increased by 3%.</p> <table border="1" data-bbox="596 898 1892 1154"> <thead> <tr> <th>Metric</th> <th>Control</th> <th>Test</th> <th>Change (abs)</th> <th>Change(rel)</th> <th>CI</th> <th>Sig?</th> </tr> </thead> <tbody> <tr> <td>Orders/person</td> <td>2.70</td> <td>2.57</td> <td>-0.13</td> <td>-5%</td> <td>-2%, -7%</td> <td>Y</td> </tr> <tr> <td>AOV</td> <td>\$15</td> <td>\$15.45</td> <td>+0.45</td> <td>+3%</td> <td>+1%, +5%</td> <td>Y</td> </tr> </tbody> </table>	Metric	Control	Test	Change (abs)	Change(rel)	CI	Sig?	Orders/person	2.70	2.57	-0.13	-5%	-2%, -7%	Y	AOV	\$15	\$15.45	+0.45	+3%	+1%, +5%	Y
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<p>Deep-Dive</p> <p><i>Structure this as business questions to be answered. This is the place to</i></p>	<p>Why did orders per person decrease, but AOV increased?</p> <p><your answer goes here...></p> <p>Did qualified customers convert at higher rates than non-qualified customers?</p>																					

<p><i>showcase your impressive visualizations!</i></p>	<p><your answer goes here...></p> <p>Did the mix of premium vs. regular brands change?</p> <p><your answer goes here...></p> <p>How has our churn rate changed?</p> <p><your answer goes here...></p>
<p>Implementation Details and Analysis Notes</p> <p><i>The geeky stuff goes here – what other data scientists and engineers would be interested in!</i></p>	<p>The experiment ran from Jan 1 to Jan 31, 2023. 20% of new users not immediately upgrading were placed into the test cohort, while 80% had no change to their experience. We analyzed 37,083 signups that were allocated into either group. Signups identified as spam, not verified by email or SSO, or found to be associated with existing users were all excluded from the analysis.</p> <p>We used ExperimentAssignator to run the experiment using the feature flag “premium-brand-upgrade-reqd” as a boolean. Deep-dive SQL & results can be found at this link.</p>