

**Lift Test Performance**

\*Note the data below is just for an example of how to use the formulas, and it is not based on any actual analysis\*

|             |                       |
|-------------|-----------------------|
| Platform    | Facebook              |
| Test Period | 7/1/2021 to 7/31/2021 |
| CPA         | Cost per Add to Cart  |
| CPS         | Cost per Sales        |

Enter Your Input Below

**Conversion Rate, Lift, and Cost per Conversion**

| Segment   | Campaign Name                       | Holdout Prospects | Test Prospects | FB Test Audience Reach | FB Test Audience Match Rate | Test Spend   | Test Add to Cart | Test Sales | Holdout Add to Cart | Holdout Sales | Test Campaign Add to Cart Rate (Campaign Reach) | Test Add to Cart Rate (Campaign-Natural) | Test Close Rate (Campaign-Natural) | Holdout Add to Cart Rate (Natural) | Holdout Close Rate (Natural) | Add to Cart Rate Lift | Close Rate Lift | Test Incremental CPA | Test Incremental CPS |
|-----------|-------------------------------------|-------------------|----------------|------------------------|-----------------------------|--------------|------------------|------------|---------------------|---------------|---|--|------------------------------------|------------------------------------|------------------------------|-----------------------|-----------------|----------------------|----------------------|
| Segment 1 | Female, Age Under 30, iOS Users     | 50,000            | 50,000         | 37,982                 | 76%                         | \$ 2,984.18  | 956              | 104        | 829                 | 89            | 2.517%  | 1.912%                                   | 10.875%                            | 1.558%                             | 10.736%                      | 15%                   | 1%              | \$23.50              | \$198.95             |
| Segment 2 | Female, Age Over 30, iOS Users      | 60,000            | 60,000         | 46,775                 | 78%                         | \$ 3,354.19  | 1065             | 110        | 914                 | 93            | 2.277%  | 1.775%                                   | 10.329%                            | 1.523%                             | 10.175%                      | 17%                   | 2%              | \$22.21              | \$197.31             |
| Segment 3 | Female, Age Under 30, Android Users | 45,000            | 45,000         | 34,831                 | 77%                         | \$ 3,234.84  | 850              | 91         | 746                 | 65            | 2.440%  | 1.889%                                   | 10.706%                            | 1.658%                             | 8.713%                       | 14%                   | 23%             | \$31.10              | \$124.42             |
| Segment 4 | Female, Age Over 30, Android Users  | 55,000            | 55,000         | 45,416                 | 83%                         | \$ 3,825.52  | 848              | 89         | 846                 | 77            | 1.867%  | 1.542%                                   | 10.495%                            | 1.538%                             | 9.102%                       | 0%                    | 15%             | \$194.76             | \$19.13              |
| Segment 5 | Male, Age Under 30, iOS Users       | 60,000            | 60,000         | 49,710                 | 83%                         | \$ 4,760.53  | 1053             | 81         | 934                 | 69            | 2.118%  | 1.755%                                   | 7.692%                             | 1.576%                             | 7.388%                       | 13%                   | -4%             | \$40.00              | \$396.71             |
| Segment 6 | Male, Age Over 30, iOS Users        | 65,000            | 65,000         | 47,962                 | 74%                         | \$ 3,769.26  | 1132             | 117        | 836                 | 88            | 2.360%  | 1.742%                                   | 10.336%                            | 1.286%                             | 10.526%                      | 35%                   | -2%             | \$12.73              | \$129.97             |
| Segment 7 | Male, Age Under 30, Android Users   | 50,000            | 50,000         | 39,095                 | 78%                         | \$ 2,686.13  | 834              | 78         | 663                 | 57            | 2.133%  | 1.668%                                   | 9.353%                             | 1.326%                             | 8.597%                       | 26%                   | 9%              | \$15.71              | \$127.91             |
| Segment 8 | Male, Age Over 30, Android Users    | 60,000            | 60,000         | 47,834                 | 80%                         | \$ 5,049.12  | 895              | 86         | 838                 | 62            | 1.871%  | 1.492%                                   | 9.609%                             | 1.397%                             | 7.399%                       | 7%                    | 30%             | \$88.58              | \$210.38             |
| Total     |                                     | 445,000           | 445,000        | 349,605                | 79%                         | \$ 29,667.77 | 7633             | 756        | 6606                | 600           | 2.183%  | 1.715%                                   | 9.904%                             | 1.484%                             | 9.083%                       | 16%                   | 9%              | \$28.89              | \$190.18             |

**Statistics Significance - Add to Cart Rate**

| Segment   | Campaign Name                       | Holdout Error Rate | Test Error Rate | Z-Score       | Standard Deviation | P-Value  | Observed Significance | 90% Statistical Significant | 95% Statistical Significant | 99% Statistical Significant |
|-----------|-------------------------------------|--------------------|-----------------|---------------|--------------------|----------|-----------------------|-----------------------------|-----------------------------|-----------------------------|
| Segment 1 | Female, Age Under 30, iOS Users     | 0.0571053%         | 0.070502%       | 2.810401717   | 0.00090379         | 0.002474 | 100% Yes              | Yes                         | Yes                         | Yes                         |
| Segment 2 | Female, Age Over 30, iOS Users      | 0.0500021%         | 0.060886%       | 3.193962159   | 0.00078795         | 0.000702 | 100% Yes              | Yes                         | Yes                         | Yes                         |
| Segment 3 | Female, Age Under 30, Android Users | 0.0601904%         | 0.072737%       | 2.447910289   | 0.00094412         | 0.007184 | 99% Yes               | Yes                         | Yes                         | Yes                         |
| Segment 4 | Female, Age Over 30, Android Users  | 0.0524755%         | 0.057719%       | 0.04661557906 | 0.00078007         | 0.481410 | 52% No                | No                          | No                          | No                          |
| Segment 5 | Male, Age Under 30, iOS Users       | 0.0505377%         | 0.058785%       | 2.558394755   | 0.00077523         | 0.005258 | 99% Yes               | Yes                         | Yes                         | Yes                         |
| Segment 6 | Male, Age Over 30, iOS Users        | 0.0441956%         | 0.059543%       | 6.141170896   | 0.00074153         | 0.000000 | 100% Yes              | Yes                         | Yes                         | Yes                         |
| Segment 7 | Male, Age Under 30, Android Users   | 0.0511550%         | 0.064618%       | 4.14969456    | 0.00082416         | 0.000017 | 99% Yes               | Yes                         | Yes                         | Yes                         |
| Segment 8 | Male, Age Over 30, Android Users    | 0.0479089%         | 0.055318%       | 1.298165247   | 0.00073180         | 0.097115 | 99% Yes               | No                          | No                          | No                          |
| Total     |                                     | 0.0181285%         | 0.021907%       | 8.116209628   | 0.00028435         | 0.000000 | 100% Yes              | Yes                         | Yes                         | Yes                         |