

A/B test result

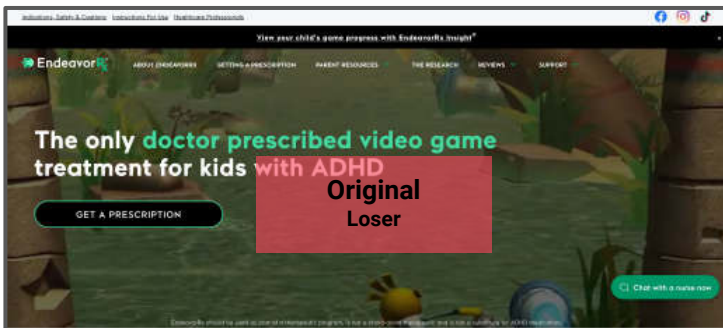
Homepage CTA (Get a Prescription vs. Get Started) - Ran July 21st 2022 to Aug 11th 2022

Objective : Test which CTA would yield more “Initiate RX-Define” conversions between “Get Started” and “Get a Prescription” (current CTA).

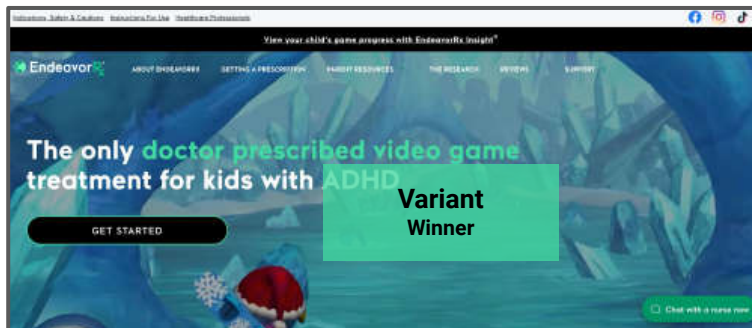
KPI = Initiate RX-Define Conversions

Original = “Get a Prescription”

Variant = “Get Started”



Original	Test Sessions	Test Results	Test Conv. Rate
Initiate RX-Define	13,004	1,045	8.04%



Variant	Test Sessions	Test Results	Test Conv Rate
Initiate RX-Define	12,887	1,923	14.92%

Homepage CTA = The variant's observed conversion rate (14.92%) was **85.69% higher** than the original's conversion rate (8.04%). Therefore, we can be **99% confident** that this result is a consequence of the changes that were made and not a result of random chance. It is predicted that using the variant would impact the RX-Define conversion rate anywhere from **+53% to +113%**.

Conclusion = The variant was shown to positively impact the results. Note that we were unable to measure the impact of the variant on RX-Define's bounce rate. This test only calculated the propensity the user had of clicking on one CTA versus the other. **BAM recommends changing all “Get a Prescription” CTA to “Get Started” (5 Total), but warns that this could impact RX-Define's bounces rate and results.**