



## Measuring Impact: Cybba's Approach to Uplift

The purpose of this document is to explain how uplift testing allows you to measure the effectiveness of your Cybba campaigns.



### I Definitions

**Control** - users who are 'held back' from the test.

**Test** - users that received the Cybba campaign.

**Conversion Rate** - percentage of users who purchase.

**Uplift** - percentage difference between two groups.  $\text{Uplift} = \frac{\text{Test} - \text{Control}}{\text{Control}}$

### I Methodology

To begin the test, we split all site traffic into two groups (80/20 is best practice). One group (test group) will receive the Cybba campaign, the other group (control) will not see any Cybba campaigns at all. We then track all users and sales in each group and calculate the conversion rates. ***These rates are compared to see the difference in conversion rates between the two groups.***

Group	Visitors	Sales
Control	16,682	1,573
Test	16,744	1,845

Control Conversion Rate	9.43%
Test Conversion Rate	11.02%
Uplift in Conversion Rate	<b>16.86%</b>

### Reporting

The visitor's column is the total users in each group. The sales for the control group are natural sales, while the sales for the test group is a combination of natural sales + Cybba influenced sales. ***The goal of this test is to capture ALL users and sales on both sides to compare the conversion rates.*** To calculate the uplift, we use the formula below.

$$\text{Uplift} = \frac{\text{Test} - \text{Control}}{\text{Control}}$$

$$(11.02\% - 9.43\%) / 9.43\% = 16.86\%$$

### I How long should I run this test?

In order for the results to be significant, they need to pass a significance test. We use a T test and look for a P value of .05 or lower. That means the results are accurate with 95% confidence.