

Кейс \ работа с интерфейсом корзины

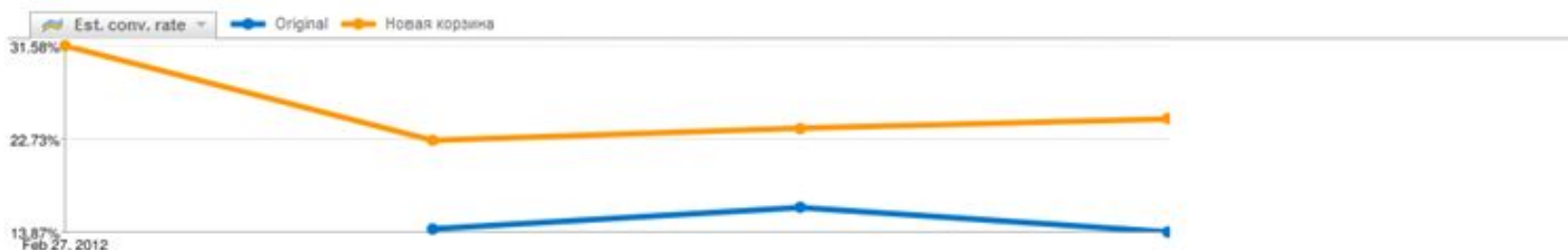


Конверсия корзины

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Created: Feb 27, 2012 | Launched: Feb 27, 2012

★ Combination 1 has a 99.1% chance of outperforming the original
[Run a follow-up experiment to validate the results »](#)



Variations (2) Download: PDF XML CSV TSV Print

Disable All Combinations (2) Key: Winner Inconclusive Loser

Variation	Status	Est. conv. rate	Chance to Beat Orig.	Observed Improvement	Conv./Visitors
Original	Enabled	13.9% ± 3.7%	—	—	24 / 173
★ Combination 1 has a 99.1% chance of outperforming the original. Run a follow-up experiment »					
Новая корзина	Enabled	24.5% ± 5.0%	99.1%	76.4%	35 / 143

Рост конверсии на 76% для новой корзины