Evaluate the test result

⏱ approx. 25 min Module: Understanding Significance Type: calculation

Task: Take a real or fictional test result with the following data: uplift in percent, p-value, lower and upper bound of the confidence interval, estimated implementation costs, and expected annual revenue uplift. Using the four criteria from this module, decide whether the test is ready for a decision and explain your reasoning in three sentences.

ROI calculation

Campaign	Monthly budget (€)	Current CPL (€)	Order value (€)	Leads now	Leads -50% CPL	Δ revenue (€)

Formulas: Leads = budget ÷ CPL · New leads = budget ÷ (CPL × 0.5) · Δ revenue = (new leads − current leads) × order value

Campaign with the highest ROI lever

Concrete next steps

- [ ]
- [ ]
- [ ]

1. How would you explain to a CEO why an eighty-eight percent result still isn't enough?

2. Which guardrail metrics are especially important in your shop for spotting side effects of a test?

3. When did you last stop a test before its planned runtime was up, and why?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.