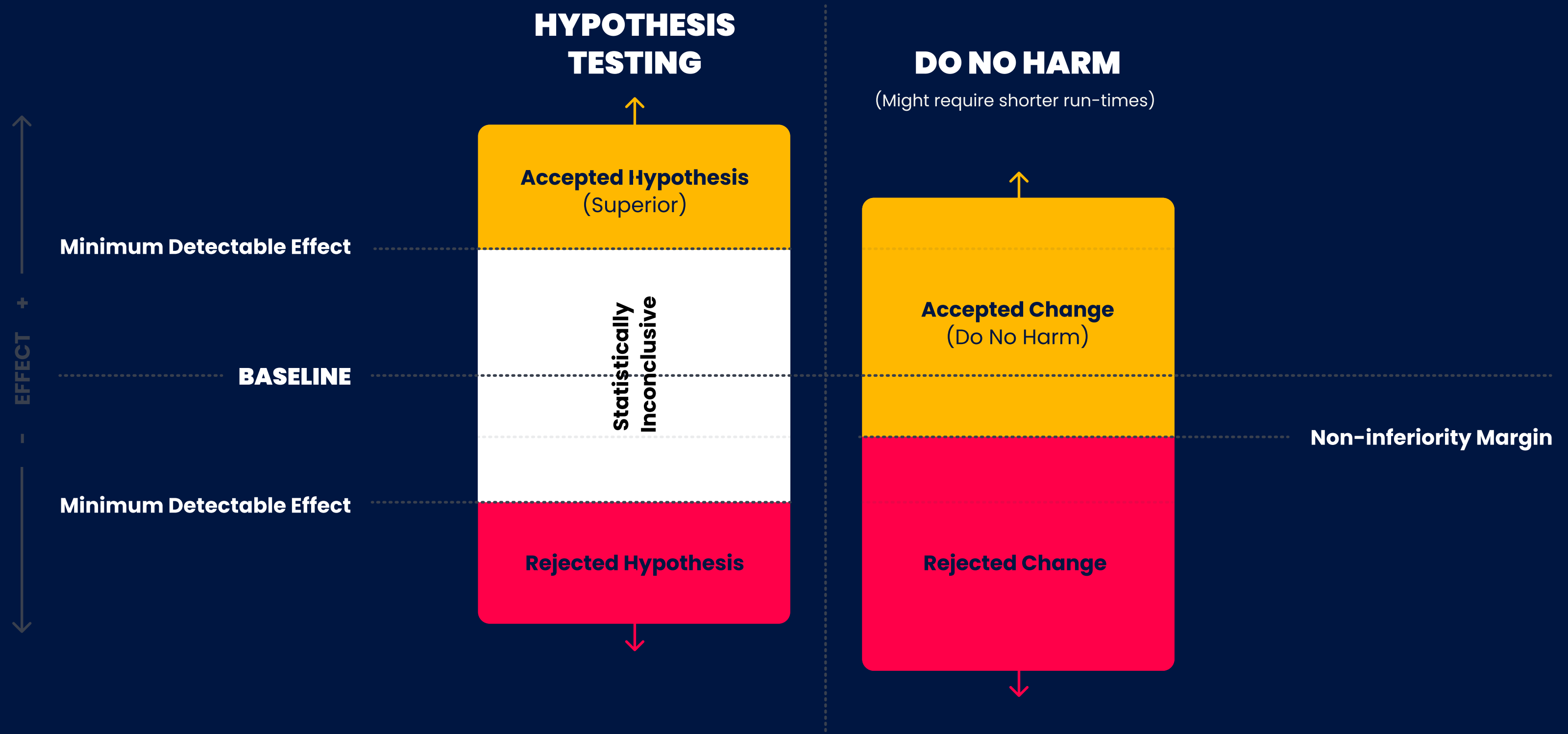


Hypothesis Testing vs “Do No Harm” Treatments in A/B Testing



USE CASE EXAMPLES

- Validate a treatment for increased conversion rates
- Making a business case for a new functionality
- When treatment is hard or impossible to reverse

- Risk mitigation when introducing changes
- Removing elements without a detrimental effect
- When treatment faces no opposition (i.e. CEO suggested a change)