Meta Data

In this experiment, each user that enters the website has been allocated randomly to one of the three website versions. Hence, there has been 3 conditions with 3 different participant groups. Each participant group has seen one condition only. In each, one of the three Ad Provider has been requested to place their banner advertisements. The snippet-tags of the Ad network (HTML Source codes placed into the website triggering the Ad network to place their ads) has been randomly allocated to the user's sessions so that only advertisement from one provider is shown. A plugin on WordPress was used to inject the HTML code for every user session. In Google Analytics, the different HTML source codes were associated to a segment, so that the data was able to be viewed by ad network.

Once the experiment was run, the data were exported to an excel file and formatted as per original data file. The original data file has been uploaded on https://datatab.net/statistics-calculator/hypothesis-test/anova. For each dependent variable, an analysis has been done by selecting one metric variable and a nominal variable. After the selection, datatab made the statistical calculations and provided descriptive statistics, ANOVA Analysis and Bonferroni Post-Hoc-Test which were all used to analyze the results. Based on descriptive statistics, all bar charts were created.