

ChatGPT

here are the results from the testing so far

Off / On

Campaign

Delivery

Actions

Attribution setting

Results

Reach

Frequency

Cost per result

Budget

Amount spent

Ends

Impressions

CPM (cost per 1,000 impressions)

Link clicks

Shop clicks

CPC (cost per link click)

CTR (link click-through rate)

Clicks (all)

CTR (all)

CPC (all)

Customize columns...

Test - Cerine Human

6

—

\$0.94

1.26%

7

1.47%

\$0.81

Cerine Human

7

—

\$0.80

1.79%

7

1.79%

\$0.80

Show thinking

Data reviewed.

The ad creative labeled "Cerine Human" is the current frontrunner. It has a higher Link Click-Through Rate (1.79% vs 1.26%) and a lower Cost Per Link Click (\$0.80 vs \$0.94).

However, the total spend is still below the required threshold for a statistically relevant conclusion. The test is not complete. A marginal lead with low spend is not a definitive signal.

Continue the test. Adhere to the established plan of spending at least \$30 total to gather sufficient data. Do not pause the underperforming ad yet.

The primary success metric is sales. Check your Threadless dashboard for any conversions. The secondary metric is sustained performance. The creative that maintains a lower CPC and higher CTR after each has spent at least \$15 is the confirmed winner.

Until that threshold is met, no action is required.