

2024

15.3% on revenues at higher margin through testing 30 site/landing page changes in the same sample and time window as a single A-B split test. Implemented using statistical forecasting and control. Repeated cycles of innovation and testing each quarter.

EBITDA
contribution/year

\$3.1
million

ROI
(x in 1st. Year)

26

Unprecedented growth in Q3-4 & margin up from 30% to 46.4%

