



Verify.io - Happy Horizon

# BigQuery for Experiment Analysis



# Let's

Your hosts

# meet

**Steffen Schulz**  
Co-founder Varify.io

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**Bas Linders**  
Product Owner CRO | Data scientist

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# We're Happy Horizon

The horizon. That's your higher purpose.  
The destination you're always on your way to.  
The goal that seems out of reach, but always gives you direction.  
And determines your next step.



# Our offices

Our ambition is to be a 'one-stop-shop' in the digital field. Spread throughout the Netherlands (and beyond). So that we are always near our clients and talents. Our group currently consists of 7 hubs:

**Eindhoven, Amsterdam, Tilburg,  
Apeldoorn, Arnhem, The Hague  
and Utrecht**



# We're experts in



Strategy & Innovation



Data & Automation



Branding, Content & PR



Online Marketing



Development & Technology

# Our clients



# V//A RIFY.IO® - A/B Testing Platform

∞ **Unlimited Traffic**

🍪 **No Cookies**

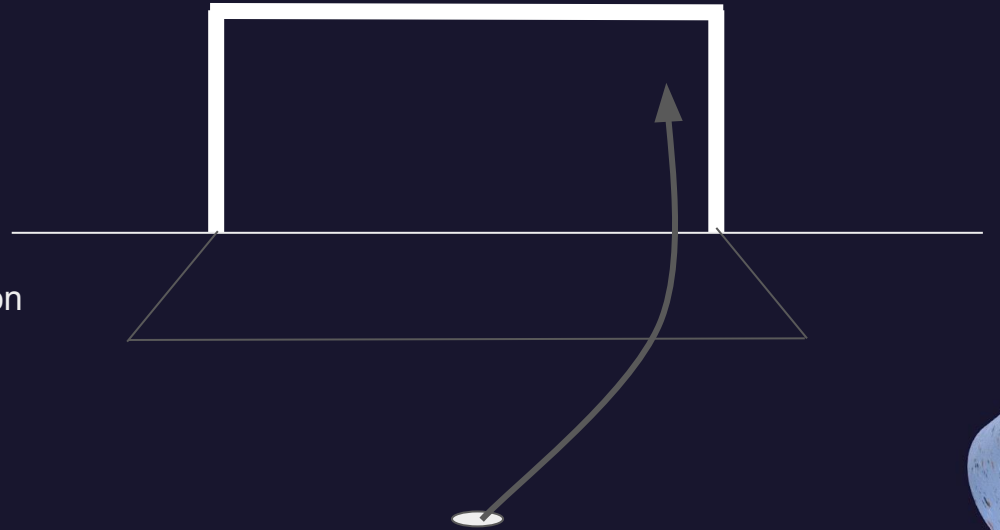
🎯 **Single Source of Truth**

📊 **Big Query Integration**



# Our topics today

- Experimentation & data collection
- A single source of truth
- Differences between GA4 & BQ
- Connecting experiments & BQ
- Tips / How to (not) fail





“Left untouched, all websites will decline in performance over time.”

- Matt Scaysbrook



**BigQuery for Experiment Analysis**

# **Experimentation & Data Collection**

# Why even bother with other sources?

- **Single Source of Truth:** Conflicting data can arise between tools
- **Deeper Insights:** Some tools offer deeper segment analysis (traffic, source, medium)
- **Data Ownership:** Limited control over data interpretation in many tools
- **Goal & Event Setup:** Requires technical expertise, varies by tool
- **Black Box:** Sampling methods and data transparency differ across platforms

# GA4 reporting

A route many experimenters take, because it's relatively easy to implement.



GA4

Analytics verify.io - GA4 varify.io - GA4 Try searching

Untitled segment

Help Centre Save to property Apply

Provide a short description

Include users when:

Varify AB Test

Condition\* contains

And

+ Add condition group to include + Add sequence

+ Add group to exclude

(not set)

11194.14637

11194.Original

9920.12647

9920.12646

One of your filter definitions is not complete.

Summary

USERS IN THIS SEGMENT FROM 16 APR TO 19 MAY

100% of all users

INCLUDE EXCLUDE

TOTAL SESSIONS

100% of all sessions



Analytics Try searching "Users overview"

Variables
Settings

EXPLORATION NAME: A/B-Test

Custom  
Sep 25 - Oct 22, 2023

SEGMENTS +

- #2789 Original
- #2789 Variation

DIMENSIONS +

- Device category

METRICS +

- Total users
- Conversions
- Sessions

TECHNIQUE

Free form

VISUALIZATION

SEGMENT COMPARISONS

- #2789 Original
- #2789 Variation
- + Drop or select segment

PIVOT

First row

ROWS

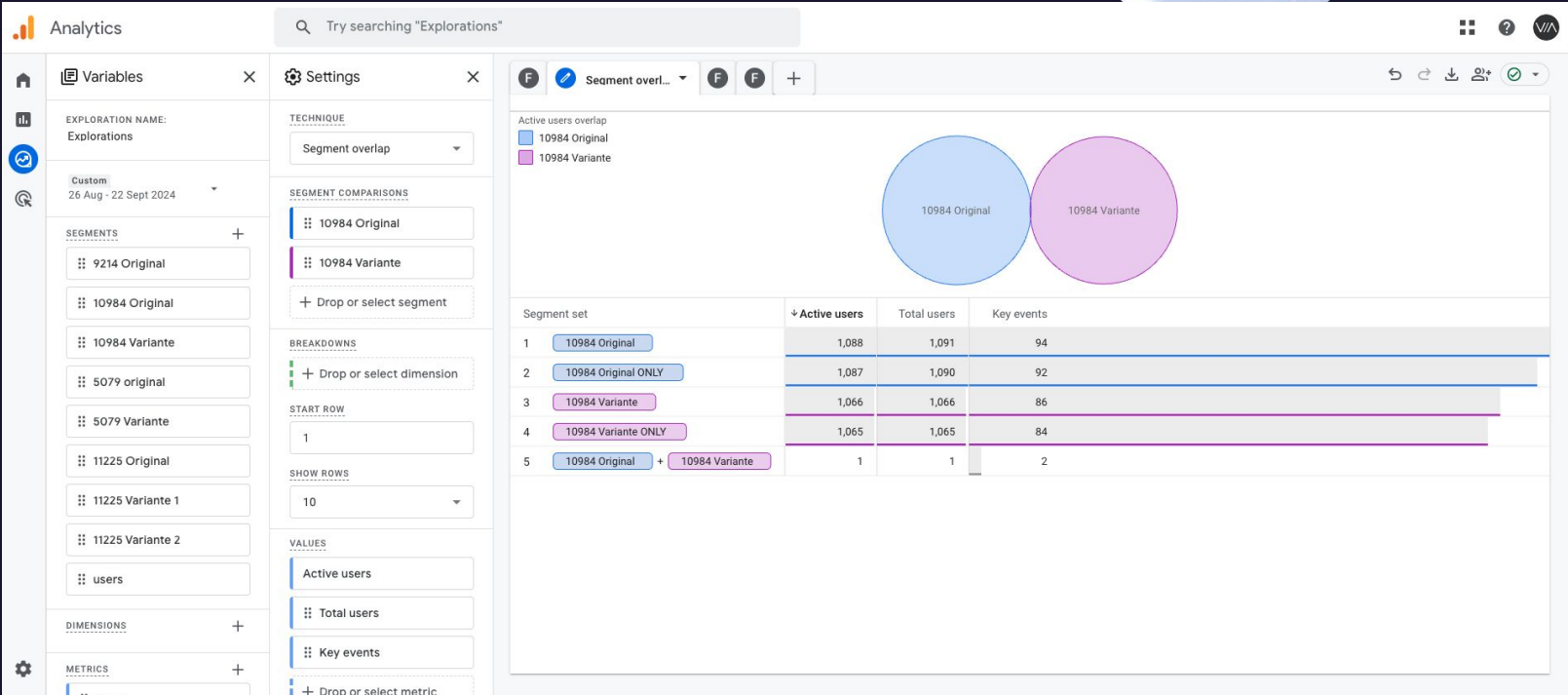
- Device category
- + Drop or select dimension

START ROW

1

Free form 1

Segment	Device category	Sessions	Total users	Conversions	Items
1	#2789 Original mobile	50,239	42,632	1,231	
2	#2789 Variation mobile	50,179	42,403	1,129	
3	#2789 Original desktop	18,702	12,406	622	
4	#2789 Variation desktop	18,647	12,354	592	



## A/B Test – Significance Calculator

### More information

Control Visitors:

Control Conversions:

Variation Visitors:

Variation Conversions:

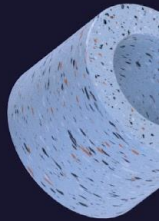
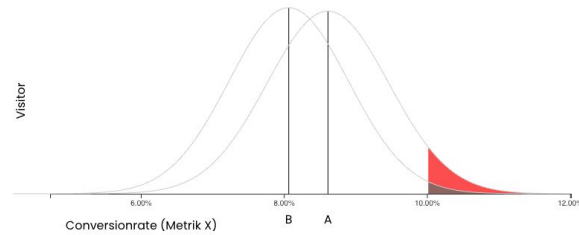
Confidence Level:



	Conversion Rate	Uplift (%)	Significant
Control	8.62%	--	--
Variation	8.07%	-6.37%	No

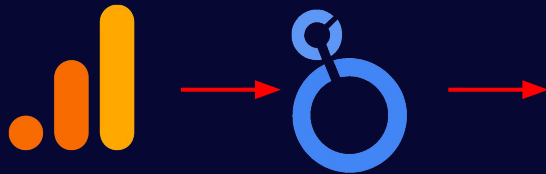
p-value: 0.3226

Confidence level: 67.74%



# GA4 reporting

A route many experimenters take, because it's relatively easy to implement.



GA4

Looker Studio

Experiment: varify-11110 (1) ▾

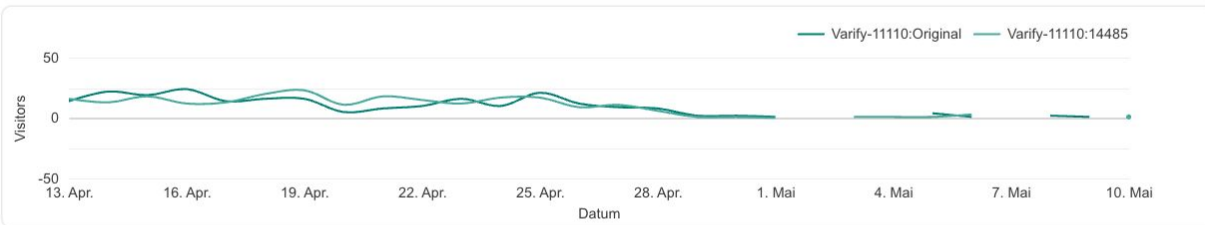
13.04.2025 - 10.05.2025 ▾

Device ▾

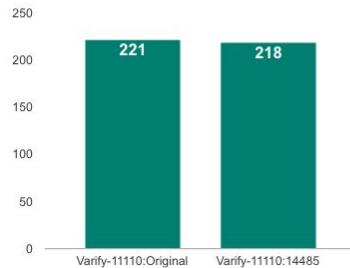
Reset



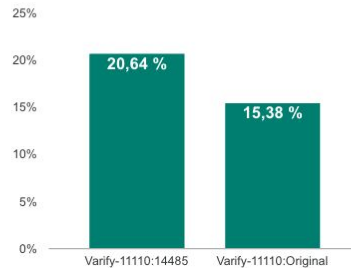
Variation	Nutzer insgesamt ▾	Purchases	Conversion Rate	Revenue	ARPU
Varify-11110:Original	221	34	15,53 %	582,16 €	2,66 €
Varify-11110:14485	218	45	20,93 %	774,12 €	3,6 €



Traffic distribution



Conversion Rate



ARPU





Experiment ID: 11110

13.04.2025 - 10.05.2025

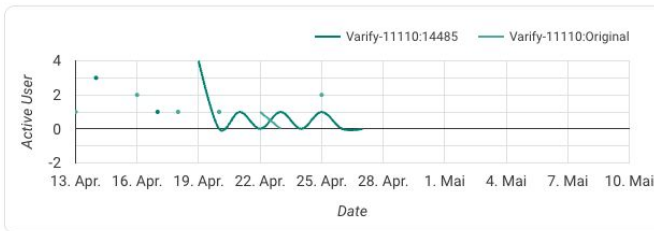
Device

Reset

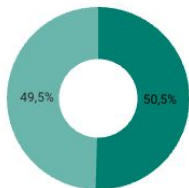


Event: purchase (1)

Variation	Visitors	Event Count
Verify-11110:Original	219	34
Verify-11110:14485	215	45



### Traffic distribution



● Verify-11110:Original ● Verify-11110:14485

Signifikanzniveau: 5%

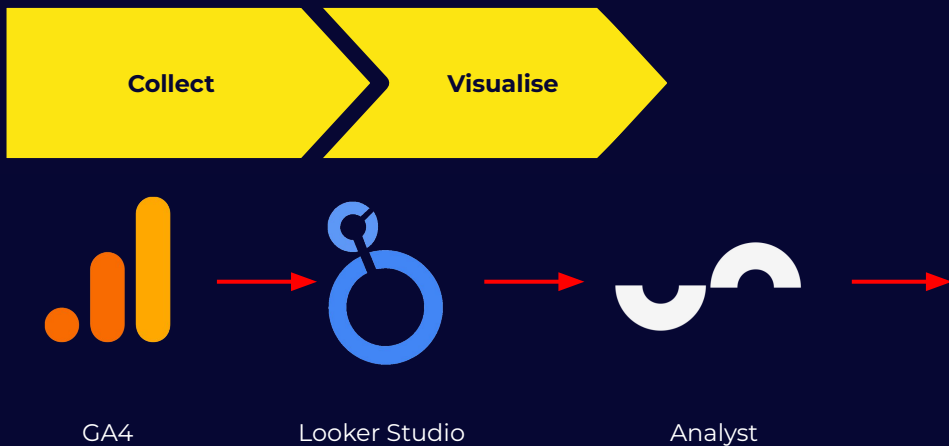
Testfragestellung: einseitig

Stichproben- größe	Erfolgreiche Versuche	Erfolgs- quote	Effekt	Konfidenz (P-Wert)	Signifikant* (ja / nein)
Kontrollgruppe	<input type="text"/>	<input type="text"/>			
Zielgruppe	<input type="text"/>	<input type="text"/>			

Signifikanz berechnen

# GA4 reporting

A route many experimenters take, because it's relatively easy to implement.



# The issue with GA4 data

Segment	594 control	594 treatment
Naam gebeurtenis	Actieve gebruikers	Actieve gebruikers
<b>Totalen</b>	<b>51.022</b>	<b>50.162</b>

### Visitors

How many visitors did variant A have?

51022 - +

How many visitors did variant B have?

50162 - +

Check for Sample Ratio Mismatch

### Expected Percentage

What percentage of users should be in variant A?

50,00 - +

What percentage of users should be in variant B?

50,00 - +

### Conclusion

P-value: 0.0069. The expected amount of visitors per variant on average is 50592.

This suggests a **possible sample ratio mismatch!** The distribution of data between your variants significantly deviates from the expected proportions of [0,5, 0,5]. Check the distribution

# BigQuery reporting

The route everybody who's serious about experimentation should take, because it's the most accurate one.



GA4



BigQuery



Looker Studio



Analyst



# BigQuery data

```
WITH variant_data AS (  
  SELECT  
    user_pseudo_id AS variant_user_pseudo_id,  
    CASE  
      WHEN params.value.string_value = variant_a THEN 'A'  
      WHEN params.value.string_value = variant_b THEN 'B'  
      ELSE params.value.string_value  
    END AS exp_variant_label  
)
```

## Visitors

How many visitors did variant A have?

51206

- +

## Expected Percentage

What percentage of users should be in variant A?

50,00

- +

How many visitors did variant B have?

50916

- +

What percentage of users should be in variant B?

50,00

- +

Check for Sample Ratio Mismatch

## Conclusion

P-value: 0.3642. The expected amount of visitors per variant on average is 50,00.

This suggests a **valid distribution**. The amount of visitors per variant does not significantly deviate from the expected split.

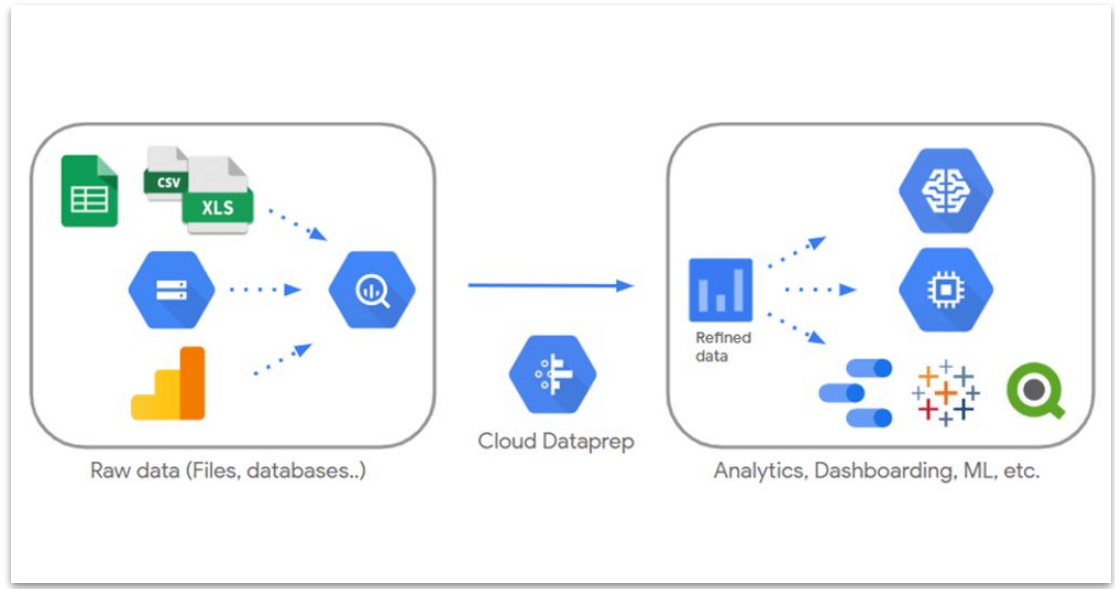


**BigQuery for Experiment Analysis**

# **Differences between GA4 and BQ**

# What is BigQuery?







“An enterprise system used for the **analysis and reporting** of structured and semi-structured data from multiple sources”









# BigQuery

vs.

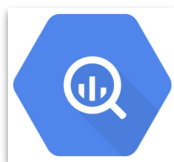
# Google Analytics 4

-  Stores **raw event-level data**
-  Data is always **unsampled**
-  Data is organized in **daily tables**, with an event-based schema
-  Requires writing **SQL** to access and analyze data
-  Data is typically exported the **following day** (but can take up to 72 hours to finalize)
-  It's **free** (up to the predefined limits)

-  Presents **processed** and aggregated data
-  **Can apply sampling** in reports
-  Data is presented through **predefined reports** and customizable explorations
-  Uses a **graphical user interface**
-  Data can take **up to 48 hours** to fully process
-  It's **free** (with GA4 360 as an upgrade)

# BigQuery vs. Google Analytics 4

- Stores **raw event-level data**
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## In short

### BigQuery

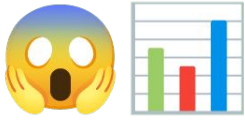
Provides **maximum flexibility and depth**, requiring technical skills (and potentially incurring cloud computing costs).

### Google Analytics 4

Provides **convenience and pre-processed insights** with limitations.



# Incoming **STATISTICS**





## Unseen GA4 pitfall: HLL(++)

HyperLogLog is a **probabilistic algorithm** that estimates unique user counts to preserve memory, but there are issues for experiment analysis.

“The results from any A/B test with a decent sample size which relies on user-based metrics extracted from a Google Analytics property with the User Analysis toggle switched on are completely compromised.”

This starts being noticeable when a variant exceeds 12.000 users. Using BigQuery to extract raw user counts is, in most cases, the **most accurate way** to extract experiment results.

$$E^* = -2^{32} \log\left(1 - \frac{E}{2^{32}}\right)$$



**BigQuery for Experiment Analysis**

# **A single source of truth**

And why BigQuery is the better choice (in most cases)

# A/B test: Buybox redesign

**MAKITA**

DDF489Z Accu Boor/schroefmachine 18V excl. accu's en lader

Artikelnr: DDF489Z | EAN: 0088381775700

- Direct leverbaar
- ✓ 5 jaar garantie
- ✓ Bestel nu, betaal achteraf\*
- ✓ Zakelijk op rekening kopen\*

Adviesprijs ~~192,39~~  
**150,06**  
124,02 excl. BTW

- 1 +

 In winkelwagen

♥ + VERLANGLIJST    .i+ VERGELIJKING

A

VS



**MAKITA**






DDF489Z Accu Boor/schroefmachine 18V excl. accu's en lader

Artikelnr: DDF489Z | EAN: 0088381775700

Adviesprijs ~~192,39~~  
**150,06**  
124,02 excl. BTW

● Direct leverbaar

- 1 +  In winkelwagen  Bewaren

- ✓ 5 jaar garantie
- ✓ Bestel nu, betaal achteraf\*
- ✓ Zakelijk op rekening kopen\*

B



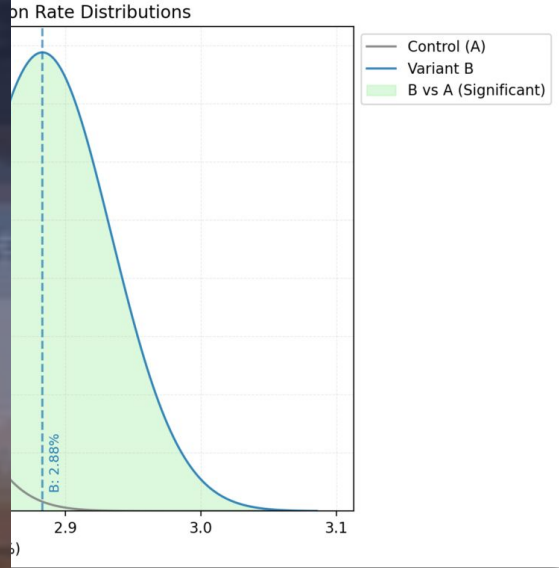
# Results with GA4 Reporting

Experience variant	Users
A	107742
B	106554

## Test results for B vs A

- Statistically significant result for B with
- Observed power: 62.56%
- Conversion rate change for B: 5.12%

Variant B is a winner, congratulations!



Chance to win: 97,5%



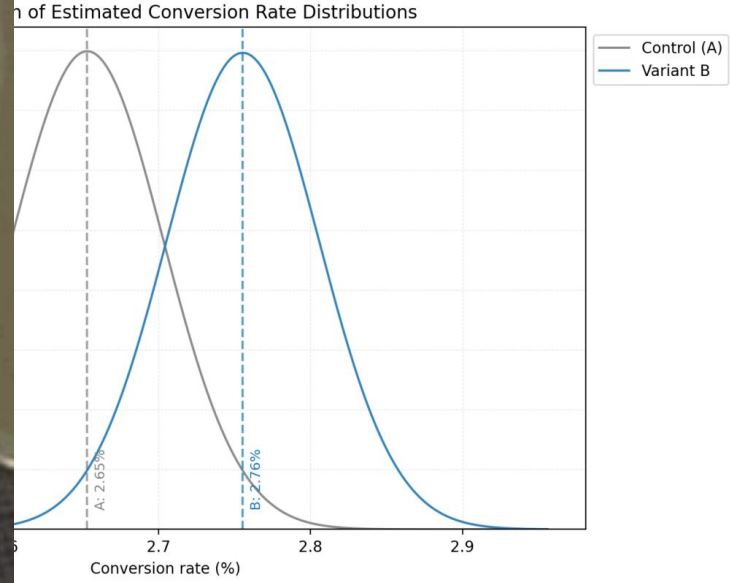
# Results with BigQuery Reporting

Experience variant	Users	T
A	105495	
B	104809	

### Test results for B vs A

- Confidence interval for difference in conversion rates: (-0.0004, 0.0024)
- Observed power: 42.11%
- p-value: 0.0741
- Conversion rate change for B: 3.86%
- P-value (non-inferiority test): 0.0000

Although the Z-test is not statistically significant ( $p = 0.0741$ ), the non-inferiority test is **not significantly worse** than A within the predefined margin. This suggests B performs similarly to the control.



Chance to win: 92,49%



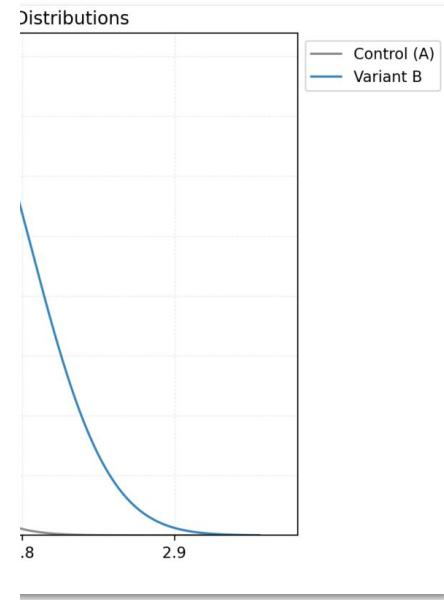
# Results with BigQuery Reporting

Experience variant	Use
A	
B	

## Test results for B vs A

- Confidence interval for difference in conversion rat
- Observed power: 42.11%
- p-value: 0.0741
- Conversion rate change for B: 3.86%
- P-value (non-inferiority test): 0.0000

Although the Z-test is not statistically significant ( $p = 0.0741$ ), the test is not significantly worse than A within the predefined confidence interval. Both variants perform similarly to the control.





# Small Differences - Big Impact

GA4 modeled part of the data. This estimation of cardinality inflated total visitors and adjacent conversions, **exaggerating the true effect**.

- Visitors +1,89%
- Conversions +3,14%

This is called a **Type-M error** (= an over-estimation of the effect size)

**In other words: overestimating effects doesn't just mislead - it can lead to costly decisions and real business risks.**



**BigQuery for Experiment Analysis**

# **Connecting experiments and BigQuery**

# Connect GA4 to BigQuery

Because **reporting** is flawed, **not the collecting mechanism** (if implemented correctly).





# How-To: Connect GA4 to BigQuery

Google Cloud Select a project Open project picker (9/0)  Search

**Welcome**

Create or select a project to get up and running with Google Cloud. [Learn more about projects](#)

[Dashboard](#) [Cloud Hub](#) **NEW**

[+ Create a VM](#) [+ Run a query in BigQuery](#) [+ Deploy an application](#) [+ Create a storage bucket](#)

**Try Gemini 2.0 Flash**  
[Try Gemini](#) →

**Quick access**

API APIs & Services	IAM & Admin	Billing	Compute Engine
Cloud Storage	BigQuery	VPC network	Kubernetes Engine

[VIEW ALL PRODUCTS](#)

# How-To: Connect GA4 to BigQuery



Select a project NEW PROJECT

Search projects and folders

RECENT   STARRED   ALL

Name	Type	ID	
<a href="#">Big Query Bjj</a> ?	Project	big-query-bjj	☆
<a href="#">Verify Auto-Created Project</a> ?	Project	verify-team-461-1745505345	☆
<a href="#">Verify Auto-Created Project</a> ?	Project	verify-team-4096-1745835534	☆
<a href="#">SP GA4 BigQuery</a> ?	Project	sp-ga4-bigquery	☆
<a href="#">VerifyABtesting</a> ?	Project	verifyabtesting	☆
<a href="#">Verify Auto-Created Project</a> ?	Project	verify-team-461-1745498411	☆
<a href="#">Verify Auto-Created Project</a> ?	Project	verify-team-5-1744211124	☆
<a href="#">Verify Auto-Created Project</a> ?	Project	verify-team-1-1743774166	☆
<a href="#">Verify Auto-Created Project</a> ?	Project	verify-team-test123-1	☆
<a href="#">Verify Auto-Created Project</a> ?	Project	verify-team-5-1744187619	☆

# How-To: Connect GA4 to BigQuery



The screenshot shows the Google Analytics Admin interface for the account 'BJJ-Grappling.de - GA4'. The left sidebar contains navigation options: Home, Reports, Explore, Advertising, and Admin. The main content area is divided into several sections:

- Scheduled emails** and **Analytics Intelligence Search History** (top left).
- Data filters**, **Data deletion requests**, and **Consent settings** (top right).
- Data display** section with the subtext 'These settings control how data is shown in your reports'. It includes a list of settings: Events, Key events, Audiences, Annotations, Comparisons, Segments, Custom definitions, Channel groups, Attribution settings, and Reporting identity.
- Product links** section with the subtext 'These settings control which products link to this property'. It includes a list of settings: Google AdSense links, Google Ads links, Ad Manager links, **BigQuery links** (highlighted with a green box), Display & Video 360 links, Floodlight links, Merchant Center links, Google Play links, and Search Ads 360 links.

The 'Admin' button is visible at the bottom left of the interface.

# How-To: Connect GA4 to BigQuery



Event data

**Data streams and events**  
 Configure which data streams and events to export. All event volumes are estimated. Daily limit enforcement will be based on actual export. [Learn more](#)

TOTAL ESTIMATED DAILY EVENT VOLUME TO BE EXPORTED  
 0 / 1 million daily limit ⓘ      1 of 1 stream selected      No events excluded

[Configure data streams and events](#)

Include advertising identifiers for mobile app streams

---

**Export type**  
 Streaming only available for Cloud Projects with Billing enabled.

**Daily**  
 A full export of data that takes place once a day

**Streaming (best-effort)**  
 Continuous export, within seconds of event arrival. Data will be exported on a best-effort basis without a completeness guarantee. [Learn more](#)

---

User data

All users with activity for the current day, based on a change in one of the user's [attributes](#), will be exported. User data export will be paused if the event data export exceeds the limit. [Learn more about BigQuery user data export](#)

**Export type**

**Daily**  
 A full export of data that takes place once a day

# How to Query Data of Experiments

1. Identify the **date range**
2. Identify **experiment variants**
3. Identify the **table** where the metrics of interest come from
4. Select **metrics to compare**
5. **Structure** the query logic with CTEs
6. **Combine** experiment variants with filtered metrics
7. **Aggregate** results per variant
8. **View** the aggregated table



# Query: Transactional Experiment Data



Scan for GIST

```
-- Binomial analysis  
SELECT * FROM aggregated_data;
```



# Query: Transactional Experiment Data Adjusted for varify.io

Google Cloud Big Query Bjj Search (/) for resources, docs, products, and more Search

BigQuery / Jobs explorer

Catalog management

Administration

- Monitoring
- Jobs explorer**
- Capacity management
- BI Engine
- Disaster recovery
- Recommendations

Migration

- Assessment
- Interactive translation
- Batch translation
- Partner Center
- Settings **Preview**
- Release Notes

Jobs explorer

Location \* EU (multiple regions in ...)

Refresh 1 hour 12 hours 1 day 7 days 30 days Custom Show filters

Total 6 Completed 6 Errored 0 Active 0 Queued 0

Job ID	Timestamp	Owner	Project ID	Reservation ID	Total Slot-time	Duration	Bytes Processed
scrip...	5/13/25 3:23 PM	varify...	big-quer...		18 sec	1 sec	

Query results

Job information Results Chart JSON Execution details Execution graph Similar Jobs

Row	experience_variant_label	with_transaction	visitors_a	visitors_b	mobile_user_count	mobile_buyers	desktop_user_count	desktop_buyers
1	A	26	337	0	256	16	78	11
2	B	22	0	298	231	11	67	11
3	Other	51	0	0	497	28	149	24

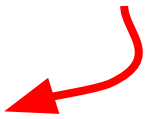
# Query: Revenue Experiment Data

```
-- Continuous data analysis

SELECT
  variant_user_pseudo_id,
  experience_variant_label,
  purchase_revenue,
  total_item_quantity,
  transaction_id
FROM
  combined_data
WHERE
  purchase_revenue IS NOT NULL and purchase_revenue <> 0.0
GROUP BY
  variant_user_pseudo_id, experience_variant_label, purchase_revenue, total_item_quantity, transaction_id
ORDER BY
  purchase_revenue DESC
```



Scan for GIST





# Jobs Explorer View

Google Cloud Big Query Bij Search (/) for resources, docs, products, and more Search

BigQuery / Jobs explorer

Jobs explorer

Query results Actions

Job information **Results** Chart JSON Execution details Execution graph Similar Jobs

Row	variant_user_pseudo_id	experience_variant_label	purchase_revenue	total_item_quantity	transaction_id
1	8411437.1742221497	Other	24.68	0	802233
2	753629254.1741190082	Other	24.53	0	976232
3	753629254.1741190082	A	24.53	0	976232
4	2122495900.1740643367	Other	24.34	0	374412
5	2122495900.1740643367	A	24.34	0	374412
6	1034246200.1741116223	Other	24.33	0	351409
7	1034246200.1741116223	B	24.33	0	351409
8	2114176967.1740518169	Other	24.3	0	738504
9	2114176967.1740518169	B	24.3	0	738504
10	267089736.1741220677	Other	24.27	0	837611
11	267089736.1741220677	B	24.27	0	837611
12	6675362.1728912363	Other	24.26	0	962425
13	6675362.1728912363	A	24.26	0	962425
14	371438552.1741271668	A	24.08	0	767387
15	371438552.1741271668	Other	24.08	0	767387
16	1835110233.1742071864	Other	24.07	0	662319

Results per page: 50 1 - 50 of 242



**BigQuery for Experiment Analysis**

# Tips for using BigQuery



# Understand Your GA4 Export Schema & Experiment Setup

Familiarize yourself with the events\_\* tables generated by the GA4 BigQuery export. Key fields you'll likely use are:

- **event\_date:** For partitioning and date filtering.
- **event\_timestamp:** For precise timing.
- **event\_name:** To filter specific events (conversions, exposure events).
- **user\_pseudo\_id:** The primary identifier for anonymous users (this connects Varify with GA4).
- **event\_params:** This is a nested field (an ARRAY of STRUCTs) where most custom data, including experiment details, resides. Each element typically has a key (string), and associated value fields (value.string\_value, value.int\_value, etc.).
- **ga\_session\_id:** Found within event\_params, useful for session-level analysis.



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- **ga\_session\_id:** Found within event\_params, useful for **session-level analysis**.



# Identify Experiment Parameters

Crucially, you need to know the exact `event_params.key` names used to record experiment participation.

Some examples of values that you're looking for:

- Verify: `verify_abTestShort`
- Convert: `exp_variant_string`
- VWO: `vwo_variation_id`
- Webtrends Optimize: `wt_variation_id`

# Use BigQuery Studio Schema Viewer

Before writing queries, use the schema viewer in BigQuery Studio (usually on the left panel when a table is selected) to explore the `events_*` table structure, especially the nested `event_params`. This helps confirm data types and exact field names without running costly `SELECT *` queries.

The screenshot shows the BigQuery Studio interface. On the left is the Explorer panel with a search bar and a tree view of projects, including `bigquery-public-data` and `austin_bikeshare`. The `bikeshare_trips` table is selected. The main panel shows the Schema tab for `bikeshare_trips`. An `EXPORT` button is visible, with a dropdown menu open showing options: `Explore with Sheets`, `Explore with Looker Studio`, `Export to GCS`, and `Scan with DLP`. A hand cursor is pointing at the `Explore with Looker Studio` option.

Field	Field type	Description
<code>trip_id</code>	<code>NUMERIC</code>	Numeric ID of bike trip
<code>subscription_type</code>	<code>STRING</code>	Type of the subscription
<code>idcard</code>	<code>STRING</code>	ID of bike user
<code>start_time</code>	<code>TIMESTAMP</code>	Start timestamp of trip
<code>start_station_id</code>	<code>NUMERIC</code>	Numeric reference for start station



# Master UNNEST for Experiment Params

Since experiment details are usually within the `event_params` array, you must use `UNNEST` to flatten this structure so you can filter and select based on the experiment/variant keys.

**SELECT**

```
user_pseudo_id AS variant_user_pseudo_id,  
CASE  
  WHEN params.value.string_value = '15039:Original' THEN 'A'  
  WHEN params.value.string_value = '15039:21017' THEN 'B'  
END AS experience_variant_label
```

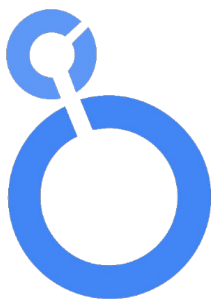
**FROM**

```
`table_id`,  
UNNEST(event_params) AS params
```

A red arrow points from the `UNNEST(event_params) AS params` line to the `params.value` property access in the `WHEN` clauses above. A red oval highlights the `UNNEST(event_params) AS params` line.



# Optimize for Cost & Performance Why?



BigQuery's RIDICULOUS pricing model costs us \$10,000 in just 22 seconds!!! 🤯

```

1 EXPORT DATA
2 OPTIONS (
3   format = 'CSV',
4   compression = true)
5 AS
6 SELECT *
7 FROM `bigquery-public-data.crypto_bitcoin_transactions`
8 LIMIT 10000
9 ;

```

Query with LIMIT statement

The bill claimed we scanned 509.89 TB data in 22 seconds! 🤯🤯

SKU	Service	SKU ID	Usage	Cost	Discounts	Promotions & others	Subtotal	% Change
Analysis (central)	BigQuery	3302-6469-680F	5,676.96 billings	\$9,847.24	\$0.00	\$0.00	\$9,847.24	New

<https://www.linkedin.com/posts/yingjun-wu>



# Optimize for Cost & Performance


- **ALWAYS Filter by Date:** Use the `_TABLE_SUFFIX` pseudo-column in your `WHERE` clause. This is the most important optimization as it limits the amount of data scanned.
- **Select Only Necessary Columns:** Avoid `SELECT *` on unfiltered data. Explicitly list the columns you need, especially before joins or aggregations.
- **Filter Early:** Apply filters (like `event_name`, `_TABLE_SUFFIX`) as early as possible in your query or CTEs.
- **Use `SAFE_DIVIDE`:** Prevent division-by-zero errors when calculating rates.
- **Preview Data:** Use BigQuery Studio's "Run Preview" option (if available/enabled) or add a `LIMIT` clause during development to test logic on a small data sample quickly and cheaply.

# Recommendations

- **Compare** your data sources
- **Understand** the differences – then define your single source of truth
- Ensure **clean** experiment tracking in BigQuery
- Use **tested SQL templates** (or “safe spaces”) – and adapt them
- **Optimize** your queries for performance and cost
- Get help **early** – not only when things break



	Visitors	Conversions	Conversion Rate	Improvement	Confidence	Significant
Original	84,895	1,730	2.04%	-	-	-
Variation 1	84,897	1,790	2.11%	4.46	83.8%	No

 **No statistically significant differences were found.**  
Please continue testing to ensure a sufficient sample size.

Goal 3: Add to carts GA4


	Visitors	Conversions	Conversion Rate	Improvement	Confidence	Significant
Original	84,698	6,314	7.45%	-	-	-
Variation 1	84,717	6,754	7.97%	6.94%	100.0%	Yes

Goal 4: Add to carts (count) Big Query

	Visitors	Conversions	Conversion Rate	Improvement	Confidence	Significant
Original	84,895	6,340	7.47%	-	-	-
Variation 1	84,897	6,790	7.99%	7.27%	100.0%	Yes

Goal 5: Abtesting GA4

	Visitors	Event Count	Conversion Rate	Improvement	Confidence	Significant
Original	84,698	84,662	99.96%	-	-	-
Variation 1	84,717	84,687	99.96%	0.01%	77.0%	No

 **No statistically significant differences were found.**  
Please continue testing to ensure a sufficient sample size.

Original	84,698	6,314	7.45%	-	-	-
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## Next steps

- Compare your data
- Consult with experts
- Try BQ through [verify.io](https://www.verify.io)



**Bas Linders**

CRO Specialist

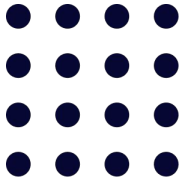


**Steffen Schulz**

CPO [verify.io](https://www.verify.io)

## Next steps

- Compare your data
- Consult with experts
- Try BQ through [verify.io](https://www.verify.io)
- Join our (actually) exclusive Community



**Bas Linders**  
CRO Specialist

**Steffen Schulz**  
CEO [verify.io](https://www.verify.io)





