

Solutions

2.1

- Click-through.

2.2

- For example: gain 50 new sign-ups by the end of term.

2.3

- It records what will be posted, when, and by whom.
- This supports consistent work that matches available time.

3.1

- Post B is more successful for website visits.
- It produces 55 clicks compared with 2.
- Views measure reach, not visits to the site.
- B better matches the stated objective.

3.2

- If several features change, the group cannot tell which caused the different result.
- It cannot learn what to repeat next time.
- Changing one feature creates a fairer comparison.
- The next decision can use evidence instead of a guess.