Alaska Storefront Redesign Aug AB test result Update as of 2017-08-30 7:30 AM:

The test for BG is proven significant. ATS of Test Group is 18% lower than that of the Control Group, while the conversion rate of the Test Group is 10% higher than that of the Control Group. Overall, the Revenue per Visitor of the Test Group is 10% lower than that of the Control Group. None of the difference between test and control groups is statistically significant yet. We will keep monitoring the test.

You can find the report here, <https://data.points.com/#/views/Alaska_Aug_2017_Storefront_Redesign/Summary?:iid=1>

