Alaska Storefront Redesign Aug AB test result Update as of 2017-09-05 1:00 AM:

1. The Test Group is generating +4% higher Revenue per Visitor than the Control Group now
2. Unique Visitor Conversion rate of the Test Group is +6.5% higher than that of the Control Group
3. ATS of the Test Group is -2% lower than that of the Control Group
4. The difference between the Test and Control Group is NOT statistically significant in neither ATS nor Conversion

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



