Alaska Buy Storefront Redesign Aug AB test result Update as of 2017-09-18 8:00 AM:

1. The difference between the Test and Control Group is STATISTICALLY SIGNIFICANT in Conversion; we recommend stopping the Test and directing all traffic back to the Control Storefront page
2. The Test Group is generating -13% lower Revenue per Visitor than the Control Group now
3. Unique Visitor Conversion rate of the Test Group is -8% lower than that of the Control Group
4. ATS of the Test Group is -6% lower than that of the Control Group

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

