Choice Price AB test result Update as of 2017-08-22 12:30 PM:

The test for BG is proven significant. The Revenue per visitor in the Test Group is now significantly higher than the Control Group due to a 17% higher ATS. The unique visitor conversion for Test is close compared to the Control Group. Since this is a test on a promotion, we will keep monitoring the performance of the test.

You can find the report here, <https://data.points.com/#/views/ChoicePriceTestAug_17/Summary?:iid=1>

