Choice Price AB test result Update as of 2017-08-30 07:30 AM:

The test for BG is proven significant. The Revenue per visitor in the Test Group is now significantly higher (10%) than the Control Group due to a 12% higher ATS. The unique visitor conversion for Test is close compared to the Control Group.

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

