Choice Price AB test result Update as of 2017-09-08 07:30 AM:

As of this Morning, 22 days into the test, the Test Group outperformed the Control Group in Revenue per Visitor,

1. The conversion rate of the Test Storefront is -1% lower than that of the Control Storefront

2. The ATS of the Test Storefront is +10% lower than that of the Control Storefront

3. All in all, the Test Storefront is giving us a +8% lift in Revenue per Visitor over the control group

4. ATS is now significantly higher for the Test Group compared to the Control Group. Conversion is close between the two Groups.

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

