Copa BG Mass Bonus Promo Minimum Threshold AB test result Update as of 2017-10-05 1:45 AM:

As of this Morning, 10 days into the test, the offer with 5K Minimum threshold is generating higher Revenue per Visitor compared to the 3K Minimum threshold offer,

1. So far, neither ATS nor Conversion rate reaches the significance threshold
2. The conversion rate of the Test Storefront is **+1%** higher than that of the Control Storefront
3. The ATS of the Test Storefront is **+17%** higher than that of the Control Storefront
4. All in all, the Test Storefront is giving us a **+18%** lift in Revenue per Visitor

You can find the report here, <https://data.points.com/#/views/Copa_BGMassBonusMinimumThresholdABTest_Sep-Oct2017/Summary?:iid=3>

