Hilton December restarted BGT Storefront AB test result Update as of 2017-12-06 :

Since the configuration ID’s reset on Nov 29th, eight days passed for the storefront test during the promo period. The Test Storefront is generating higher Conversion and higher Revenue per Visitor than the Control Storefront. During the five eight days,

1. The Revenue per Visitor of the Test Storefront is **-3% lower** than that of the Control Group
2. The conversion rate of the Test Storefront is **+2% higher** than that of the Control Storefront
3. The ATS of the Test Storefront is **-5% lower** than that of the Control Storefront

You can find the report here,

<https://data.points.com/#/views/Hilton_Dec2017_StorefrontPromo_ABTest/Story>

