Hilton December restarted BGT Storefront AB test result Update as of 2017-12-08:

Since the configuration ID’s reset on Nov 29th, ten days passed for the storefront test during the promo period. The Test Storefront is generating almost the same Revenue per Visitor as the Control Storefront.

1. The Revenue per Visitor of the Test Storefront is almost the same as that of the Control Group
2. The conversion rate of the Test Storefront is **+4% higher** than that of the Control Storefront
3. The ATS of the Test Storefront is **-4% lower** than that of the Control Storefront

You can find the report here,

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

