Hilton December BGT Storefront AB test result Update as of 2017-12-19:

The Storefront test completed from Nov 29th to Dec 12th during the promotion. The Test Storefront generated -1% lower Revenue per Visitor than the Control Storefront. Neither the ATS nor the Conversion reached statistical significance during the test.

1. The Revenue per Visitor of the Test Storefront was **-1% 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 **-3% lower** than that of the Control Storefront
4. The estimated gross revenue impact was -$146 per day

You can find the report here,

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

