Hilton Oct BG Storefront AB test result Update as of 2017-10-26 9:45 AM:

As of this Morning, 21 days into the test, the Test storefront is generating higher Revenue per Visitor than the control storefront.

1. The Revenue per Visitor of the Test Group is **14% higher** than that of the Control Group
2. The conversion rate of the Test Storefront is **-2%** lower than that of the Control Storefront
3. The ATS of the Test Storefront is +**16% higher** than that of the Control Storefront
4. All in all, the Test Storefront is giving us a **+14% lift** in Revenue per Visitor

You can find the report here,

<https://data.points.com/#/views/Hilton_Oct2017_StorefrontBaseline_ABTest/Summary>

