Hilton Oct BGT Storefront AB test result Update as of 2017-11-17 1:30 AM:

As of this morning, 42 days into the test, the Test storefront is generating higher Revenue per Visitor than the control storefront. However, neither the ATS nor the conversion reached statistical significance.

1. The Revenue per Visitor of the Test Group is **+9% higher** than that of the Control Group
2. The conversion rate of the Test Storefront is **+3% higher** than that of the Control Storefront
3. The ATS of the Test Storefront is **+5% higher** than that of the Control Storefront

You can find the report here,

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

