Hilton Oct BGT Storefront AB test result Update as of 2017-11-24 1:30 AM:

As of this morning, 49 days into the test, the Test storefront is still generating higher Revenue per Visitor than the control storefront. However, neither the ATS nor the conversion reached statistical significance. There is going to be a BG up to 80% Bonus promo between Nov 29th and Dec 29th. We will reset the test when the promo started because we usually observe different performance from Baseline to Promo for tests with other partners.

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 **+4% 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>

