Hilton Sept BG Storefront AB test result Update as of 2017-10-05 1:45 AM:

As of this Morning, 23 days into the test, the Test storefront is generating significantly lower Revenue per Visitor than the control storefront. We recommend to stop the test and resume all traffic to the original control storefront.

1. The Revenue per Visitor of the Test Group is **significantly** lower than that of the Control Group
2. The conversion rate of the Test Storefront is **-4%** lower than that of the Control Storefront
3. The ATS of the Test Storefront is **-6%** lower than that of the Control Storefront
4. All in all, the Test Storefront is giving us a **-10%** deficit in Revenue per Visitor

You can find the report here, <https://data.points.com/#/views/Hilton_Sept2017_Storefront_ABTest/Summary?:iid=1>

