Hilton Sept Storefront AB test result Update as of 2017-09-21 7:50 AM:

As of this Morning, 10 days into the test, the Test storefront not performing as well as the Control storefront

1. The conversion rate of the Test Storefront is **-1%** lower than that of the Control Storefront
2. The ATS of the Test Storefront is **-4%** lower than that of the Control Storefront
3. All in all, the Test Storefront is giving us a **-3%** deficit in Revenue per Visitor
4. So far, neither ATS nor Conversion rate reaches the significance threshold

You can find the report here, https://data.points.com/#/views/Hilton\_Sept2017\_Storefront\_ABTest/Summary?:iid=1

