Hilton Sept Storefront AB test result Update as of 2017-09-28 1:45 AM:

As of this Morning, 17 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%** higher than that of the Control Storefront
2. The ATS of the Test Storefront is **-5%** lower than that of the Control Storefront
3. All in all, the Test Storefront is giving us a **-4%** deficit in Revenue per Visitor
4. So far, neither ATS nor Conversion rate reaches the significance threshold; we will keep monitoring the test closely
5. Compared to the last update on September 21st, the conversion rate for both the Test and Control Group dropped almost 50% from 24% to 12%. This was mainly due to huge visitor boost to the storefront starting this week on Sep 25th

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



