IHG Storefront AB test result Update as of 2017-08-30 07:30 AM:

The test for BG is not significant. The ATS of the Test Group is 1% higher than that of the Control Group, while the Unique Visitor Conversion rate of the Test Group is 7% higher than that of the Control Group. Revenue per Visitor of the Test Group is 8% higher than that of the Control group. Although the results are showing positive for the Test Group, neither the ATS nor Conversion rate differences are statistically significant. We should keep running the test until we collect enough data to prove the improvement of the Test Storefront is significant. We will keep monitoring the performance of the test.

The conversion rate for Transfer is showing that Test is doing significantly better than the Control Group.

You can find the report here, <https://data.points.com/#/views/IHG_Aug2017_StorefrontABTest/Summary?:iid=7>

