IHG Storefront AB test result Update as of 2017-09-12 8:00 PM:

As of this morning, 29 days into the test, the Test Group is outperforming the Control Group in BG,

1. Test Group ATS is now +3% higher than the Control Group,

2. The conversion rate of the Test Group is +2% higher than that of the Control Group,

3. This resulted in a +5% higher Revenue per Visitor for the Test Group compared to the Control Group.

Test Group is also outperforming the Control Group on Transfers,

1. Test Group ATS is now -6% higher than the Control Group,

2. The conversion rate of the Test Group is +17% higher than that of the Control Group,

3. This resulted in a +10% higher Revenue per Visitor for the Test Group compared to the Control Group.

However neither the difference in ATS nor in conversion is statistically significant yet. We recommend to keep running the test until the result is conclusive.

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

