IHG December Baseline Price AB test result Update as of 2018-01-02:

The price test ran in the baseline between December 9th and 31st (excluding Dec 18-21 flash promo) for 18 days. The Revenue per Visitor of the Test Price was -16% lower than that of the Control Price offer. Neither the difference in ATS nor the difference in Conversion of the between Test and Control was statistically significant.

1. The Revenue per Visitor of the Test Group was **-16% lower** than that of the Control Group
2. The conversion rate of the Test Storefront was **-9% lower** than that of the Control Storefront
3. The ATS of the Test Storefront was **-3% lower** than that of the Control Storefront

You can find the report here,

<https://data.points.com/#/views/IHG_Dec9-Dec312017Baseline_PriceABTest/Story>

