IHG November Price AB test result Update as of 2017-12-08:

As of this morning, 27 days into the test, the Test price offer is generating significantly higher Revenue per Visitor than the control price offer. Both ATS and Conversion for the Test Price are statistically significantly higher than the regular price.

1. The Revenue per Visitor of the Test Group is **+28% higher** than that of the Control Group
2. The conversion rate of the Test Storefront is **+8% higher** than that of the Control Storefront
3. The ATS of the Test Storefront is **+35% higher** than that of the Control Storefront

You can find the report here,

<https://data.points.com/#/views/IHG_Nov10-Dec82017_PriceABTest/Story>

