IHG November Price AB test result Update as of 2017-12-19:

The price test completed run from November 10th to December 8th for 29 days. The Revenue per Visitor of the Test Price was +29% higher than that of the Control Price offer. Both ATS and Conversion of the Test Price are statistically significantly higher than the regular price.

1. The Revenue per Visitor of the Test Group was **+29% higher** than that of the Control Group
2. The conversion rate of the Test Storefront was **+8% higher** than that of the Control Storefront
3. The ATS of the Test Storefront was **+36% higher** than that of the Control Storefront
4. The estimated revenue impact of the test was +$1,822 per day, and +$9,238 per day should it be rolled out to 100% audience during the test period.

You can find the report here,

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

