JetBlue BGT Sept Storefront AB test result Update as of 2017-09-25 1:45 AM:

As of this Morning, 8 days into the test, the Test storefront is generating significantly higher Revenue per Visitor compared to the Control storefront,

1. The conversion rate of the Test Storefront is **-3%** lower than that of the Control Storefront
2. The ATS of the Test Storefront is **+29%** higher than that of the Control Storefront
3. All in all, the Test Storefront is giving us a **+24%** lift in Revenue per Visitor
4. The Revenue per Visitor of the Test Storefront is now significantly higher than the Control Storefront, due to the significantly higher ATS. We recommend to direct all traffic to the Test Storefront to maximize the lift during the Mystery promo

You can find the report here, <https://data.points.com/#/views/JetBlue_Sept2017_Storefront_ABtest/Summary?:iid=1>

