JetBlue BGT Sept Storefront AB test result Update as of 2017-10-05 1:45 AM:

As of this Morning, 17 days into the test, the Test storefront is generating higher Revenue per Visitor compared to the Control storefront,

1. The Revenue per Visitor of the Test Storefront is **+5%** higher than the Control Storefront, but not significantly. However, we still recommend 50/50 split between test and control when we keep the test going into the baseline period due to the lift in revenue on the test storefront.
2. The conversion rate of the Test Storefront is **+6%** higher than that of the Control Storefront
3. The ATS of the Test Storefront is almost the same as the Control Storefront
4. All in all, the Test Storefront is giving us a **+5%** lift in Revenue per Visitor

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

