JetBlue BGT October Storefront AB test result Update as of 2017-10-18 1:45 AM:

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

1. The Revenue per Visitor of the Test Storefront is **-8%** lower than the Control Storefront, but it has not reached statistical significance.
2. The conversion rate of the Test Storefront is **-5%** lower than that of the Control Storefront
3. The ATS of the Test Storefront is **-4%** lower than that of the Control Storefront

You can find the report here, <https://data.points.com/#/views/JetBlue_Oct2017_Storefront_ABtest/Summary?:iid=7>

