JetBlue BGT October Baseline Storefront AB test result Update as of 2017-11-17:

The Storefront Test ran between October 10th and October 25th for 15 days before the Mass Up to 50% Bonus Promotion started, the Test Storefront generated -10% lower Revenue per Visitor than the Control Storefront. But neither Conversion nor ATS reached statistical significance in the 15-day period.

1. The Revenue per Visitor of the Test Storefront was **-10%** lower than the Control Storefront.
2. The conversion rate of the Test Storefront was **-5%** lower than that of the Control Storefront
3. The ATS of the Test Storefront was **-4%** lower than that of the Control Storefront

You can find the report here,

<https://data.points.com/#/views/JetBlue_Oct10-252017_BaselineStorefront_ABtest/Story>

