JetBlue BG November Promo Storefront AB test result Update as of 2017-11-24:

The BG Up to 50% Bonus promotion started October 25th; it’s 29 days into the promo. The Test Storefront is so far generating a +4% lift in Revenue per Visitor over the Control Storefront. However, neither ATS nor Conversion reached the statistical significance.

1. The Revenue per Visitor of the Test Storefront was **+4%** higher than the Control Storefront.
2. The conversion rate of the Test Storefront was **+2% higher** than that of the Control Storefront
3. The ATS of the Test Storefront was **+2% higher** than that of the Control Storefront

You can find the report here,

<https://data.points.com/#/views/JetBlue_Oct25-Nov30Promo2017_Storefront_ABtest/Story>

