Saudi December Buy Promo Storefront AB test result Update as of 2017-12-08:

We reset the configuration IDs when the promotion started November 30th. So far the test storefront is generating -39% Revenue per Visitor than the control storefront. Both ATS and Conversion of the Test Storefront are significantly lower than the control Storefront.

1. The Revenue per Visitor of the Test Storefront is -27%lower than the Control Storefront
2. The conversion rate of the Test Storefront is -20**%** lower than that of the Control Storefront
3. The ATS of the Test Storefront is **-8%** lower than that of the Control Storefront

You can find the report here, <https://data.points.com/#/views/Saudi_StorefrontABTest_Nov2017afterreset/Story>

