Saudi BGT October Storefront AB test result Update as of 2017-11-29:

Since the configuration ID got reset on Nov 24th, it’s the fifth day of the test. The Test storefront is generating lower Revenue per Visitor compared to the Control storefront. The conversion rate of the Test Storefront is significantly lower than the Control Storefront in both Baseline and Promo period, so WE RECOMMEND STOPPING THE TEST AND REDIRECT ALL TRAFFIC TO THE OLD STOREFRONT. We share analyze why the new storefront is not working as expected and try to relaunch the test after some updates to the storefront.

1. The Revenue per Visitor of the Test Storefront is -39%lower than the Control Storefront
2. The conversion rate of the Test Storefront is -30**%** lower than that of the Control Storefront
3. The ATS of the Test Storefront is **-13%** lower than that of the Control Storefront

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

