UA July Non Co-brand Buy Tier AB test result Update as of 2017-08-30 7:30 AM:

As of this Morning, 38 days into the test, the offer with 4 tiers is outperforming the offer with 5 tiers,

1. 4 Tiers Offer Group’s ATS is now +**2%** higher than the 5 Tiers Offer Group,
2. The conversion rate of the 4 Tiers Offer Group is **+1%** higher than that of the 5 Tiers Offer Group,
3. This resulted in a **+5%** higher Revenue per Visitor for the 4 Tiers Offer Group compared to the 5 Tiers Offer Group
4. However neither the difference in ATS nor in conversion is statistically significant yet. We will keep monitoring this test throughout the Promo till September 12th, and draw a conclusion then.

You can find the report here, <https://data.points.com/#/views/United_Jul2017_NonCo-brandBuyTierTest_Jul24toSep122017/Summary?:iid=1>

