UA July Non Co-brand Buy Tier AB test result Update as of 2017-09-06 1:30 AM:

As of this Morning, 44 days into the test, the offer with 4 tiers is outperforming the offer with 5 tiers,

1. The ATS of the 4 Tier Group is significantly higher than that of the 5 Tier Group, but the difference in Unique Visitor Conversion Rate is not yet significant.
2. 4 Tiers Offer Group’s ATS is now +**7%** higher than the 5 Tiers Offer Group,
3. The conversion rate of the 4 Tiers Offer Group is **-2%** lower than that of the 5 Tiers Offer Group,
4. This resulted in a **+7%** higher Revenue per Visitor for the 4 Tiers Offer Group compared to the 5 Tiers Offer Group

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

