United Transfer Prepopulated Address AB test result Update as of 2017-12-27:

The Test started in Baseline on December 19th; it’s now eight days into the test. The Test configuration generated -7% lower Revenue per Visitor than the Control configuration. Neither ATS nor Conversion has reached its statistical significance at the moment.

1. The Revenue per Visitor of the Test Storefront is **-7% lower** than the Control Storefront.
2. The conversion rate of the Test Storefront is **-2% lower** than that of the Control Storefront
3. The ATS of the Test Storefront is **-7% lower** than that of the Control Storefront
4. The estimated Revenue Impact is **-$700** per day during baseline

You can find the report here,

<https://data.points.com/#/views/United_TransferPrepopulatedBillingAddressABTest_DecBaseline2017/Story>

