United Transfer Prepopulated Address AB test result Update as of 2017-12-08:

The configuration ID was reset on December 4th for the promotion, it’s five days after the reset. The Test configuration is generating -5% lower Revenue per Visitor. Neither ATS nor Conversion reached statistical significance at this moment.

1. The Revenue per Visitor of the Test Storefront was **-5% lower** than the Control Storefront.
2. The conversion rate of the Test Storefront was **-2% lower** than that of the Control Storefront
3. The ATS of the Test Storefront was **-3% lower** than that of the Control Storefront

You can find the report here,

<https://data.points.com/#/views/United_TransferPrepopulatedBillingAddressABTest_DecPromo2017/Story>

