United Transfer Prepopulated Address AB test result Update as of 2017-12-15:

The configuration ID got reset on December 4th for the promotion; it’s twelve days after the reset. The Test configuration is generating -11% lower Revenue per Visitor. Neither ATS nor Conversion reached statistical significance at this moment.

1. The Revenue per Visitor of the Test Storefront was **-11% lower** than the Control Storefront.
2. The conversion rate of the Test Storefront was **-3% lower** than that of the Control Storefront
3. The ATS of the Test Storefront was **-10% lower** than that of the Control Storefront

You can find the report here,

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

