United Transfer Prepopulated Address AB test result Update as of 2017-12-19:

The Test ran through the promotion between December 4th and December 18th for a total of 15 days. The Test configuration generated -11% lower Revenue per Visitor than the Control configuration. The difference in ATS was statistically significant during the test.

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 **-2% lower** than that of the Control Storefront
3. The ATS of the Test Storefront was **-10% lower** than that of the Control Storefront
4. The estimated Revenue Impact was -$1,285 per day during the promotion

You can find the report here,

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

