United Transfer November Prepopulated Address AB test result Update as of 2017-11-17:

The Transfer test started November 9th, it’s 8 days into the test. The Test configuration is generating statistically significantly higher Revenue per Visitor due to higher ATS.

1. The Revenue per Visitor of the Test Storefront was **+10%** higher 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 **+17% higher** than that of the Control Storefront

You can find the report here,

<https://data.points.com/#/views/United_TransferPrepopulatedBillingAddressABTest_Nov2017/Story>

