United Transfer November Prepopulated Address AB test result Update as of 2017-11-29:

The Transfer test started November 9th; it’s 21 days into the test. The Test configuration is generating 5% higher Revenue per Visitor. We excluded the traffic where member’s address is not prepopulated, which is about 3% of the entire traffic. Neither ATS nor Conversion reached statistical significance at this moment.

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

You can find the report here,

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

