UA Sept Storefront AB test result Update as of 2017-09-18 11:45 AM:

As of this Morning, 13 days into the test, the Test storefront outperformed the Control storefront in Revenue per Visitor,

1. The conversion rate of the Test Storefront is **+19%** higher than that of the Control Storefront
2. The ATS of the Test Storefront is **-11%** lower than that of the Control Storefront
3. All in all, the Test Storefront is generating **-4%** less Revenue per Visitor than the Control Group
4. The Test Group has significantly higher conversion than the Control Group, while the ATS is significantly lower for the Test Group compared to the Control Group

You can find the report here,

<https://data.points.com/#/views/United_Sept2017_TransferFeeABTest_Sept7-Oct82017/Summary?:iid=2>

