UA Sept Storefront AB test ended on 2017-10-02 1:00 AM EST:

The test ran for 25 days, the Control $30 Transfer Fee outperformed the Test $10 Transfer fee in Revenue per Visitor

1. The conversion rate of the Test Storefront was **+22%** higher than that of the Control Storefront
2. The ATS of the Test Storefront was **-10%** lower than that of the Control Storefront
3. All in all, the Test Storefront is generating **-2%** less Revenue per Visitor than the Control Group
4. The Test Group has significantly higher conversion rate than the Control Group, while the ATS is significantly lower for the Test Group compared to the Control Group. But ultimately the advantage in ATS and higher transfer fee of the Base $30 Fee Transfer offer beat the Test $10 Fee offer by 2% in Revenue per Visitor

You can find the report here,

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

