UA Sept Storefront AB test result Update as of 2017-09-08 1:30 AM:

As of this Morning, 3 days into the test, the Test storefront outperformed the Control storefront in Revenue per Visitor,

1. The conversion rate of the Test Storefront is **+28%** higher than that of the Control Storefront
2. The ATS of the Test Storefront is **-12%** lower than that of the Control Storefront
3. All in all, the Test Storefront is giving us **a +13%** lift in Revenue per Visitor
4. So far, neither ATS nor Conversion rate reaches the significance threshold

You can find the report here, <https://data.points.com/#/views/United_Sept2017_StorefrontTest/Summary?:iid=1>

