UA Sept Storefront AB test result Update as of 2017-09-12 7:30 AM:

As of this Morning, 6 days into the test, the Test storefront with Banners is generating lower Revenue per Visitor compared to the Control storefront,

1. The conversion rate of the Test Storefront is **-2%** lower than that of the Control Storefront
2. The ATS of the Test Storefront is **-3%** lower than that of the Control Storefront
3. All in all, the Test Storefront is giving us a **-5%** deficit 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>



