UA Sept Storefront AB test result Update as of 2017-09-20 7:45 AM:

As of this Morning, 14 days into the test, the Test storefront with Banners is generating higher Revenue per Visitor compared to the Control storefront,

1. The conversion rate of the Test Storefront is **+6%** lower than that of the Control Storefront
2. The ATS of the Test Storefront is **+9%** lower than that of the Control Storefront
3. All in all, the Test Storefront is giving us a **+13%** 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>



