VA October 2017 Price AB test result Update as of 2017-10-11 1:45 AM:

As of this Morning, 11 days into the test, the Test Price Offer is currently generating lower Revenue per Visitor than the Control Test Price.

1. Neither the conversion rate, nor the ATS reaches statistical significance as of this morning.
2. The conversion rate of the Test Price Offer is **-13%** lower than that of the Control Price Offer
3. The ATS of the Test Price Offer is **+2%** lower than that of the Control Price Offer
4. All in all, the Test Price Offer is generating a **-9%** deficit in Revenue per Visitor

\* Transactions remitted in GBP is converted to USD with 1.31 USD/GBP

You can find the report here,

<https://data.points.com/#/views/VA_PriceTest_Oct2017/Summary?:iid=2>

