VA October 2017 Price AB test result Update as of 2017-12-18:

The Test ended on October 31st after 30 days since the test started. The test offer generated +13% higher Revenue per Visitor through the 30-day test period.

1. Neither the conversion rate nor the ATS reaches statistical significance at the end of the test.
2. The conversion rate of the Test Price Offer is **+2% higher** than that of the Control Price Offer
3. The ATS of the Test Price Offer is **+11% higher** than that of the Control Price Offer
4. All in all, the Test Price Offer is generating a **+13% lift** in Revenue per Visitor
5. The Test yield an estimated Gross Revenue lift of $27K

You can find the report here,

<https://data.points.com/#/views/VA_PriceTest_Oct2017/Story?:iid=1>

