VA November Baseline Storefront AB test result Update as of 2017-11-17:

We started the Storefront Test on Baseline after the promotion ended on November 1st, it’s now 17 days into this test. The Test Storefront is generating -27% lower Revenue per Visitor than the Control Storefront. But neither ATS nor Conversion reached the Statistical Significance threshold. We will closely monitor the test performance and report accordingly.

1. The Revenue per Visitor of the Test Storefront was **-27% lower** than the Control Storefront.
2. The conversion rate of the Test Storefront was **-8% lower** than that of the Control Storefront
3. The ATS of the Test Storefront was **-20% lower** than that of the Control Storefront

You can find the report here,

<https://data.points.com/#/views/VA_StorefrontTest_Nov2017Baseline/Story>

