VA November Baseline Storefront AB test result Update as of 2017-11-24:

We started the Storefront Test on Baseline after the promotion ended on November 1st, it’s now 24 days into this test. The Test Storefront is generating -17% lower Revenue per Visitor than the Control Storefront. But neither ATS nor Conversion reached the Statistical Significance threshold due to the low traffic volume. Revenue per Visitor for the Test storefront has improved by 19% since our last update last Friday.

1. The Revenue per Visitor of the Test Storefront was **-17% lower** than the Control Storefront.
2. The conversion rate of the Test Storefront was **-5% lower** than that of the Control Storefront
3. The ATS of the Test Storefront was **-16% lower** than that of the Control Storefront

You can find the report here,

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

