VA October 2017 Storefront AB test results Updated as of 2017-11-01 11:30 AM:

As of this morning 21 days into the test, the Test Storefront is generating +7% lift in Revenue per Visitor. Neither the conversion rate nor the ATS reached statistical significance. We recommend running this longer at baseline to reach a conclusive result.

1. The conversion rate of the Test Price Offer is +7% higher than that of the Control Price Offer

2. The ATS of the Test Price Offer is +0% higher than that of the Control Price Offer

3. All in all, the Test Price Offer is generating a +7% lift in Revenue per Visitor

You can find the report here,

https://data.points.com/#/views/VA\_StorefrontTest\_Oct2017/Story