SWA Inline Simple Balance Tracker AB test result Update as of 2017-08-16 11:00 AM:

The test for Buy is not significant. The ATS for the Test Group is currently 1% lower than that of the Control Group, while the Conversion Rate of the Test Group is 3% lower than that of the Control Group. However, the data is not convincing that this trend is conclusive. We should keep the test running for more data to get a better understanding of the data.

You can find the report here, <https://data.points.com/#/views/SWA_Inline_Aug_2017_SimpleBalanceTracker/Summary?:iid=1>

And here is a snapshot of the performance dashboard,

