SWA Inline Simple Balance Tracker AB test result Update as of 2017-08-22 12:00 PM:

The test for Buy is significant. The ATS for the Test Group is currently 3% lower than that of the Control Group, while the Conversion Rate of the Test Group is 3% lower than that of the Control Group. The ATS difference between Test and Control is significant. We should stop the test and every member to the Control storefront only.

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,

