SWA Inline Simple Balance Tracker AB test result Update as of 2017-09-06 1:30 AM:

As of this Morning, the Test Group is outperformed by the Control Group,

1. Although the overall Revenue per Visitor of the Test Group is **-1%** lower than the Control Group, neither the ATS nor the conversion rate reached its significance threshold as of this morning,
2. The ATS of the Test Group is **+1%** higher than that of the Control Group,
3. The Unique Visitor Conversion rate of the Test Group is **-2%** lower than that of the Control Group.

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,

