SWA Inline Simple Balance Tracker AB test result Final:

As of the end of the Test, the Revenue per Visitor of the Test Group **is significantly lower** than that of the Control Group

1. The overall Revenue per Visitor of the Test Group is -4% lower than the Control Group.
2. The ATS of the Test Group is -1% lower than that of the Control Group,
3. The Unique Visitor Conversion rate of the Test Group **is significantly lower** than that of the Control Group by -4%.

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

And here is a snapshot of the performance dashboard,

