SWA Inline 2.0 50% throttling AB test result Updated as of 2017-12-14:

Inline 2.0 test was throttled up to 50% starting 11:40 AM December 13th. Inline 2.0 is currently generating a 15% lift in Revenue per Visitor after the first day of testing.

1. The Revenue per Visitor of Inline 2.0 is **+15% higher** than the Control Storefront.
2. The conversion rate of the Test Storefront is **+18% higher** than that of the Control Storefront
3. The ATS of the Test Storefront is **-3% lower** than that of the Control Storefront.

You can find the report here,

<https://data.points.com/#/views/SWA_Inline2_0_Dec2017_ABTest_50Throttling/Story>

