SWA Inline 2.0 50% throttling AB test FINAL result Updated as of 2017-12-27:

Inline 2.0 test was throttled up to 50% starting 11:40 AM December 13th and ended at 9:25 AM December 22nd. Inline 2.0 generated a total of 15% lift of Revenue per Visitor

1. The Revenue per Visitor of Inline 2.0 was **+15% higher** than the Original Inline experience
2. The Conversion rate of Inline 2.0 was **+18% higher** than that of Inline 1
3. The ATS of the Test Storefront was **-3% lower** than that of Inline 1
4. Inline 2.0 generated about **+$7.3K** Gross Revenue Lift per day during the 10 day test period

You can find the report here,

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

