SWA Inline 2.0 75% throttling AB test result Updated as of 2017-12-27:

Inline 2.0 test was throttled up to 75% starting 9:25 AM December 22nd. Inline 2.0 is currently generating a 13% lift in Revenue per Visitor 5 days into the test.

1. The Revenue per Visitor of Inline 2.0 is **+13% higher** than Inline 1
2. The Conversion rate of Inline 2.0 is **+16% higher** than Inline 1
3. The ATS of Inline 2.0 is **-3% lower** than Inline 1

You can find the report here,

<https://data.points.com/#/views/SWA_Inline2_0_Dec2017_ABTest_75Throttling/Story>

