SWA Inline 2.0 AB test result Update as of 2017-11-28 morning:

The Test started November 23rd; it’s five days into the test. Inline 2.0 is generating -3% lower Revenue per Visitor due to lower ATS. Inline 2.0 is producing higher conversion as we expected.

1. The Revenue per Visitor of Inline 2.0 is **-3% lower** than the Control Storefront.
2. The conversion rate of the Test Storefront was **+3% higher** than that of the Control Storefront
3. The ATS of the Test Storefront was **-6% lower** than that of the Control Storefront. ATS is lower partially because a handful of high volume transactions converted in Inline 1.0. We should see less impact of these high volume transactions to ATS as more traffic flows in.

You can find the report here,

<https://data.points.com/#/views/SWA_Inline2_0_Nov2017_ABTest/Story>

