SWA Inline 2.0 AB test result Update as of 2017-12-05:

The Test got restarted on December 1st as the discount promo started; it’s five days into the test. Inline 2.0 is generating -11% 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 **-11% lower** than the Control Storefront.
2. The conversion rate of the Test Storefront was **+2% higher** than that of the Control Storefront
3. The ATS of the Test Storefront was **-16% lower** than that of the Control Storefront.

You can find the report here,

<https://data.points.com/#/views/SWA_Inline2_0_Nov2017_ABTest_FlashPromo/Story>

