SWA Standalone Buy Email Opt-in AB test result Update as of 2017-12-15:

The test started on December 12th, and it’s now four days into the test. Members with the Email Opt-in offer is generating almost the same RPV as the Control Group.

1. The Revenue per Visitor of the Test Group is **-1% lower** than the Control Storefront.
2. The conversion rate of the Test Group is **-1% lower** than that of the Control Storefront
3. The ATS of the Test Group is almost the same as the Control Group.

You can find the report here,

<https://data.points.com/#/views/SWAStandalone_BuyEmailOpt-in_ABTest_Dec2017/Story>

