SWA Standalone Buy Email Opt-in AB test result Update as of 2017-12-19:

The test started on December 12th, and it’s now seven days into the test. Members with the Email Opt-in offer is generating almost the same RPV as the Control Group. Neither the ATS nor the Conversion is statistically significant.

1. The Revenue per Visitor of the Test Group is almost the same as the Control Group
2. The conversion rate of the Test Group is **-4% lower** than that of the Control Group
3. The ATS of the Test Group is **+5% higher** than that of the Control Group
4. 24.5% visitors opted-in the Email Subscription, 409 of whom transacted

You can find the report here,

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

