SWA Standalone Buy Email Opt-in AB test result Update as of 2017-12-27:

The test started on December 12th, and it’s now fifteen days into the test. Members with the Email Opt-in offer is generating -2% lower RPV than the Control Group. Neither the ATS nor the Conversion is statistically significant.

1. The Revenue per Visitor of the Test Group is **-2% lower** than the Control Group
2. The conversion rate of the Test Group is **-1% lower** than that of the Control Group
3. The ATS of the Test Group is almost the same as that of the Control Group
4. 25.4% visitors opted-in the Email Subscription, 886 of whom transacted

You can find the report here,

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

