

Onboarding A/B Test: Executive Summary

Analysis of Simplified Flow Variant (Q4 2025)

November 26, 2025

Key Findings

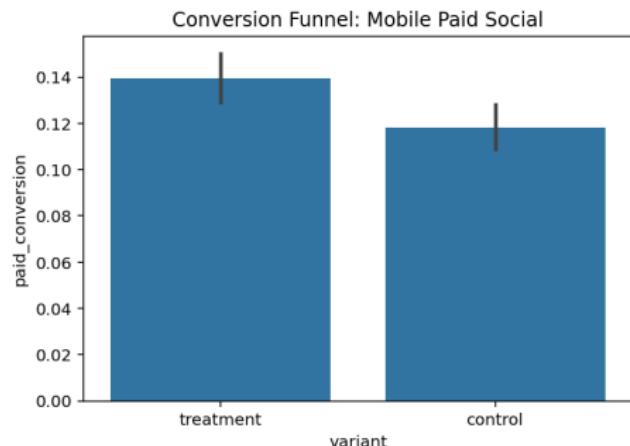
- **Rate of Conversion:** Control 12.1% → Treatment 11.8% ($p=0.36$, not significant, but power was 99.9% for 1.5% lift)
- **7-Day Retention:** Stable at 65% ($p=0.40$)
- **Session Length:** +0.4 min lift (8.0 → 8.4 min, $p<0.001$)

Metric	Lift	p-value
Conversion	-0.3%	0.36
Retention	-0.4%	0.40
Sessions	+5.0%	<0.001

Segmentation Highlights

Different channels and devices send different signals, with mobile paid social sending the strongest one.

- Mobile Paid Social: +4.2% more conversion lift ($n= 10k$)
- Organic on the desktop: No change
- All referrals: +1.1% sessions



Expected effect: \$450k in annual recurring revenue (ARR) at scale (\$100k monthly trials and \$50 ARPU).

Recommendations

- **Rollout:** 80% of the traffic comes from mobile and paid social users.
- **Iterate:** Change the tooltips for desktop and test Q1 again.
- **Risks:** Keep an eye out for tiredness; limit each user to two emails.

Attached is the full notebook with all the details and code.

Got questions? Let's talk.