

# Onboarding A/B Test: Executive Summary

## Analysis of Simplified Flow Variant (Q4 2025)

November 26, 2025

# Key Findings

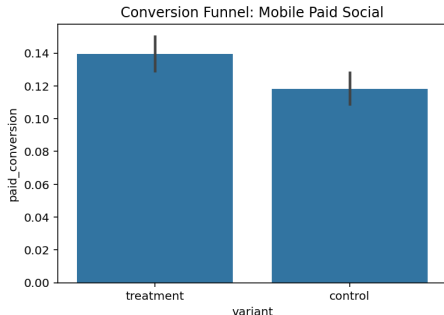
- **Rate of Conversion:** Control 12.1% → Treatment 11.8% ( $p=0.36$ , not significant, but power was 99.9% for 1.5% lift)
- **7-Day Retention:** Stable at 65% ( $p=0.40$ )
- **Session Length:** +0.4 min lift (8.0 → 8.4 min,  $p<0.001$ )

| 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.