

Experiment - Call to Action Optimization for Sign Up

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Experiment Details

Experiment URL: [Experiment link](#)

Project Details: [Project document](#)

Start date: 25-Jan-2024

End date: Significance reached

Designs link: [Figma link](#)

Proof of Problem

Through data analysis, we have identified that customers experience confusion between the "Join In" and "Sign In" call-to-action (CTA) buttons. This confusion may be impacting our conversion rates adversely.

Problem hypothesis: customers experience confusion between the "Join In" and "Sign In" call-to-action (CTA) buttons

Proposed Solution

Design Solution: Change the CTA from "Join In" to "Sign Up" or "Create Account".



Hypothesis

Null Hypothesis (H0): Changing the CTA from "Join In" to "Sign Up" or "Create Account" will not result in a statistically significant increase in the install-to-signup conversion rate.

Alternative Hypothesis (H1): Changing the CTA from "Join In" to "Sign Up" or "Create Account" will result in at least a 6% increase in the install-to-signup conversion rate.

What Success Looks Like

Success would be determined when the Amplitude experiment has a leading variant, given the specified goal metric. Specifically, a leader is determined when the probability to beat the baseline (control variant) of one of the experiment variants reaches 95%.

Experiment Setup

Experiment key: cta-optimization-signup
Control id: control
Treatment id: treatment

- Experiment type : Hypothesis testing
- Goals:
 - Primary metric: Install-to-signup conversion rate will increase by 6%.
 - Metric Type: Conversion
 - button_click where name = "Sign up", product_group = "Onboard", page_view = "Onboard: Welcome"
 - button_click where name = "Sign in", product_group = "Onboard", page_view = "Onboard: Welcome"
 - Additional Metric: Drop in duplicate account errors.
- Target users: All new users landing on the sign-up page
- Set the allocation to 10% of traffic
- Set control weight to 0.5
- Exposure event : Amplitude Exposure (Recommended)

Relevant Metrics

The key metric is conversion from Install to Signup.

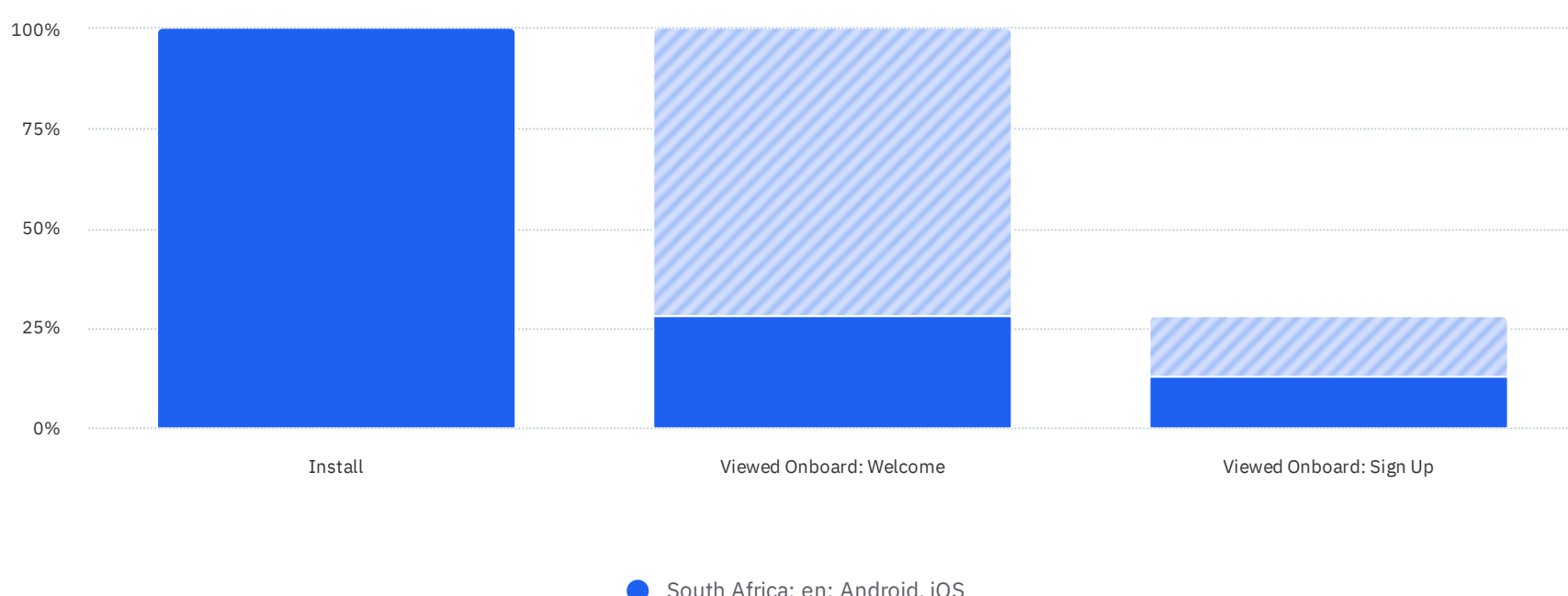
Goals

- At least a 6% improvement in the install-to-signup conversion rate.
- Drop in duplicate account errors.

Primary Metrics

Install to sign-up conversion

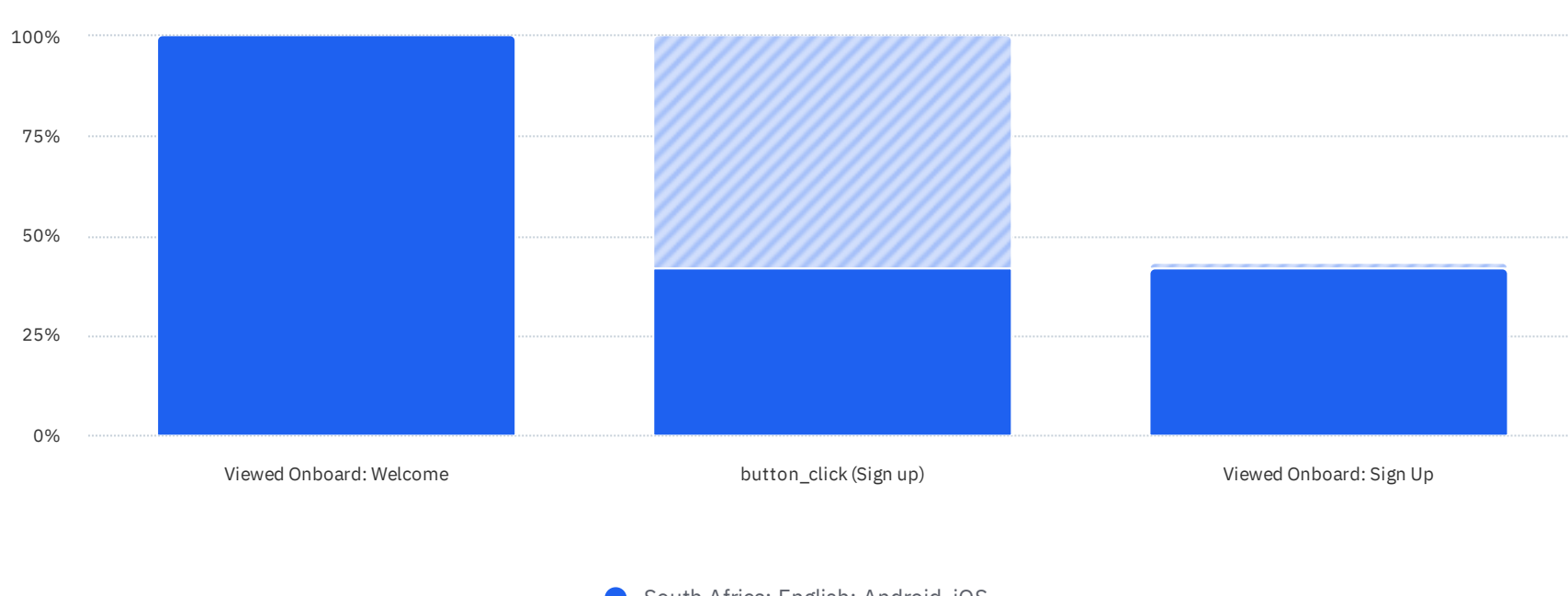
Daily, Last 30 Days



Secondary Metrics

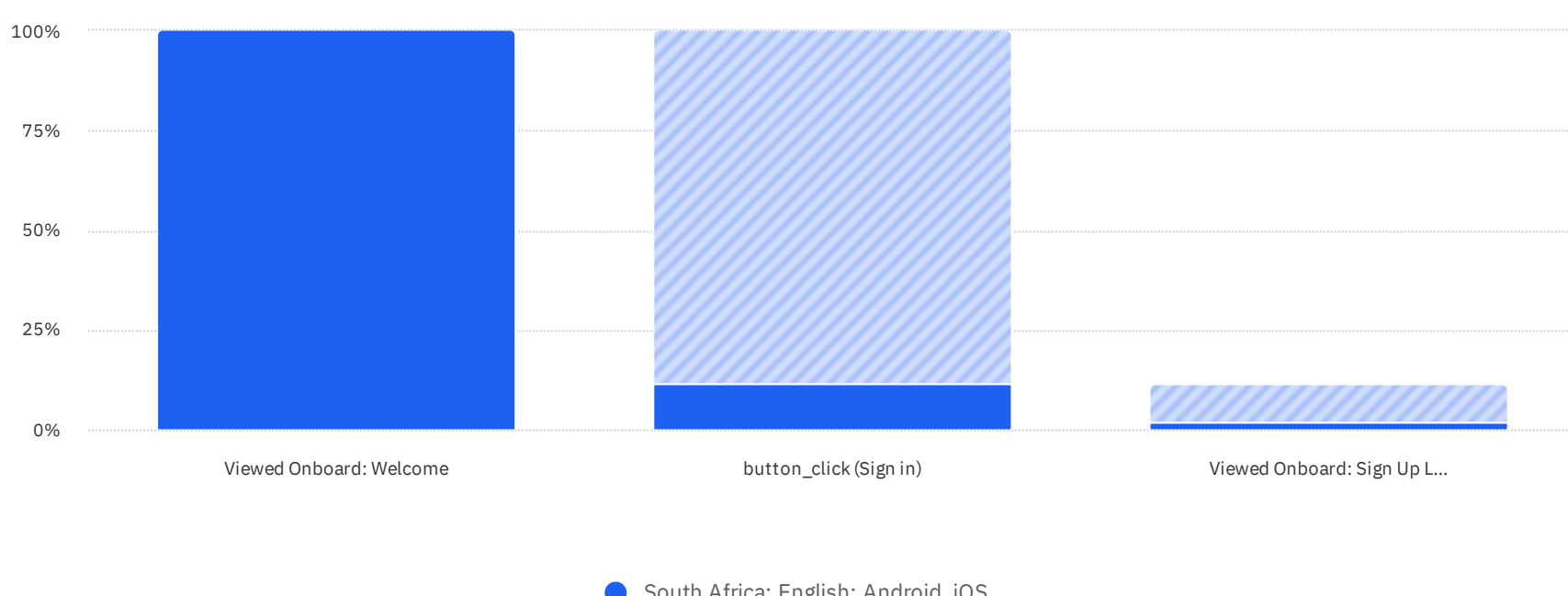
Welcome to signup

Daily, Last 30 Days



onboard welcome to sign in2

Daily, Last 30 Days



Sample Requirements

Amplitude Experiment uses a sequential testing method of statistical inference. Hence, we don't need to know how many observations we will need to achieve significance before we start the experiment. To compute the p-values and confidence intervals, Amplitude will wait until there are at least 25 conversions and 100 exposures each for the treatment and control.

In sequential testing, results are valid whenever we view them. That means we can decide to terminate an experiment early based on observations made to that point, and that the number of observations we'll need to make an informed decision.

Results

The results will be available in Amplitude after the completion of experiment.

Sign off Section

Please add name and comments next to your competency, or approve with a -icon.

Data:

Design:

Backend/Engineer:

Frontend/Engineer: Jake Holdom. iOS Engineer. Looks good. Just to note, this would have to be frontend driven experiment and therefore require changes on all frontend platforms (iOS, Android and web) and the changes on mobile would have to go through the release train cycle before the changes are live on prod, which could take a week or two.

Product Manager: Landi Groenewald. As discussed, would be great if we could do a post-hoc funnel analysis to see if there's any difference in funnel completion between the variants.