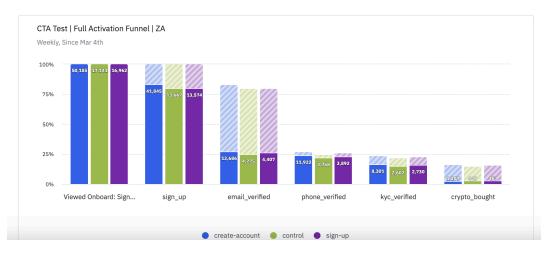


## **Results**

Customers were assigned to each experiment equally.

Conversion Rates along the funnel were observed as follows.

	Sign Up	Email Verified	Phone Verified	KYC Verified	Crypto Bought
Create Account	81.60%	27.40%	23.90%	16.50%	2.22%
Sign Up	79.40%	25.50%	22.40%	15.70%	2.10%
Control	79%	24.30%	21.30%	14.80%	2.03%



## Conclusion

Overall, the Create Account (+2.22%) variant outperformed the Sign Up (+2.10%) and Control (2.03%) variants, across the entire funnel, and especially on account of Crypto Bought events.