



cta-optimization-signup

Completed

Turn Off Flag

Duration Estimator

No Estimate

Feature Flag

cta-optimization-signup

Name

cta-optimization-signup

Description

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Experiment Type

Hypothesis test

Allocation

Testers (0)

Audience

All users

Rollout

100%

Last 7 Days: ~839k of 839k Users

A control

B sign-up-button

C create-account-butto...

Goals (3)

Metric

Direction + MDE

* Conversion of Viewed Onboard: Sign Up

▲ ≥ 6%

welcome to signup conversion

▲ ≥ 6%

Conversion of Viewed Onboard: Sign Up Landing

▲ ≥ 6%

Variants (3)

Name

Value

Payload

A control

Control

control

B sign-up-button

sign-up

C create-account-button

create-account

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%

CTA Test | Full Activation Funnel | ZA

Weekly, Since Mar 4th

Funnel Stage	create-account	control	sign-up
Viewed Onboard: Sign...	50,185	57,341	16,962
sign_up	41,845	13,667	13,574
email_verified	13,686	4,275	4,407
phone_verified	11,922	3,758	3,892
kyc_verified	8,301	2,602	2,730
crypto_bought	1,607	315	393

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.