1-Pager: 🎯 Sign Up A/B/C Test Experiment

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| Orbit phase | Assess | Discovery doc | [Swarm: Activation Conversions](https://docs.google.com/document/d/1XphfQwuK7HvdwVEPVZVbcbBjboPH48hhwOjnQu5bGy0/edit) |
| --- | --- | --- | --- |
| PM | [Landi Groenewald](mailto:landi@luno.com) | Epic/ Project doc | [Project Epic](https://gitlab.com/groups/lunomoney/product-engineering/pods/intent/-/epics/232) [Swarm: 🐝 Activation Conversions](https://docs.google.com/document/d/1XphfQwuK7HvdwVEPVZVbcbBjboPH48hhwOjnQu5bGy0/edit) |
| Fleet | Activate | Slack channel | [#discuss-activation-swarm](https://luno.enterprise.slack.com/archives/C06815RTS6Q) |
| Pod | Pod-intent & FA Data Science | Metrics | [Results](https://app.amplitude.com/analytics/share/4f8f5c1754f24909b55e2d7d6cd86c8d) |

**Who is the customer? What is the problem they have?**

New retail investor customers get confused by the current set of buttons “Join In” and “Sign In” on the Auth and Welcome screens on the apps (not web).

* If new customers choose “Sign In” erroneously, they go down the incorrect flow, additional steps and eventually, impacting our early funnel conversion rates.
* If existing customers erroneously choose the “Join In” step, they go down the sign up flow, eventually resulting in the creation of duplicate accounts.

**How are we solving the problem?**

While we have strong conviction that the Join In button is not the best option for on-screen conversion, we’d like to test the variants, “Sign Up” and “Create Account” to see which option fares best, and what impact it may have down-funnel.

* Hypothesis: We believe that customers are confused by our Join In and Sign In terminology when signing up. By changing “Join In” to “Sign Up” or “Create Account”, we believe we’ll see stronger conversion rates. We’ll know this is true when we see an on-screen conversion uplift of 6%, and a decrease in duplicate accounts of 5% within the experiment runtime (up to statistical significance)

To solve this problem, we’re running an A/B/C Test plotting the buttons against each other, by serving the variants to 10% of our new ZA customers, with each variant getting 50% of the 10% population size.

**What is the expected impact?**

* On-screen conversion uplift of 6%.
* If we increase Install to Signup by 6% from 54% (Jan 24, [Company Pulse](https://docs.google.com/spreadsheets/d/1D2wUAlfyi1vAuG3Ve_ECPe3V2lYPClohawNrLGsLH8U/edit?usp=sharing)) to 60% (in April 24), we can expect an extra 1,200 customers to do a first buy per month.
  + 250,000 is our average number of installs per month (last 12 months - Feb 2023 to Jan 2024 [Company Pulse](https://docs.google.com/spreadsheets/d/1D2wUAlfyi1vAuG3Ve_ECPe3V2lYPClohawNrLGsLH8U/edit?usp=sharing)),
  + 6% of 250,000 ~ 15,000 more customers get to **sign up** in a month
  + 8% of 15,000 ~ 1,200 more customers reach **first buy** given the current sign up to first buy conversion rate of 8% (last 12 months - Feb 2023 to Jan 2024 [Company Pulse](https://docs.google.com/spreadsheets/d/1D2wUAlfyi1vAuG3Ve_ECPe3V2lYPClohawNrLGsLH8U/edit?usp=sharing))
* At an average ARPU of $15.83, this would mean a NNMRR of 1,200\*$15.83 ~ $19k

### Progress and impact to date (if any)

[Dec 2023] Activation Swarm kicked off.

[Jan 2024] Sign Up experiment design started with Pods Intent and Fleet Activate Data Science.

[Feb 2024] Kick off build work and experiment implementation.

[11 Mar 2024] Launch experiment and assess.

[Apr 2024] Post-hoc experiment analysis is now complete. The “Create Account” variant achieved the most significant uplift and will be rolled out to all customers in the following sprint.

[17 Apr 2024] We’re refining tasks for the full roll out. We’re investigating [1-pager: 🤦🏽‍♀️ Bounce Duplicate Email Accounts - 202404](https://docs.google.com/document/d/13PK_AnHb57vLDrrpOSXrHW4ErXl_6JAbhs2aOkm2i4c/edit#heading=h.f7dadz1ghnhp)  as a follow-up experiment based on some of the [findings](https://app.amplitude.com/analytics/share/4f8f5c1754f24909b55e2d7d6cd86c8d) noted from this experiment.

[22 April 2024] The leading variant, “Create Account” has been earmarked for early launch in this sprint, and will see production rollout via the App Release Trains on the 6th of May.