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# Optimizing Onboarding Email Conversion: From Analysis to Action

## **Turning 60% Open Rates Into Registration Success.**

Introduce the problem – we win opens and clicks but lose sign-ups; outline plan to double registrations.

# The Conversion Paradox

**01**

**60%**

Email open rate  
(industry 20-30)

**02**

**10%**

Click-through rate  
(industry 2-5)

**03**

**3%**

Signup completion  
(target 6+)

**04**

**300**

Monthly impact:  
lost registrations

# Benchmark Scorecard

**01**

**200%**

Opens above  
average

**02**

**150%**

Clicks above  
average

**03**

**50%**

Completions below  
goal

**04**

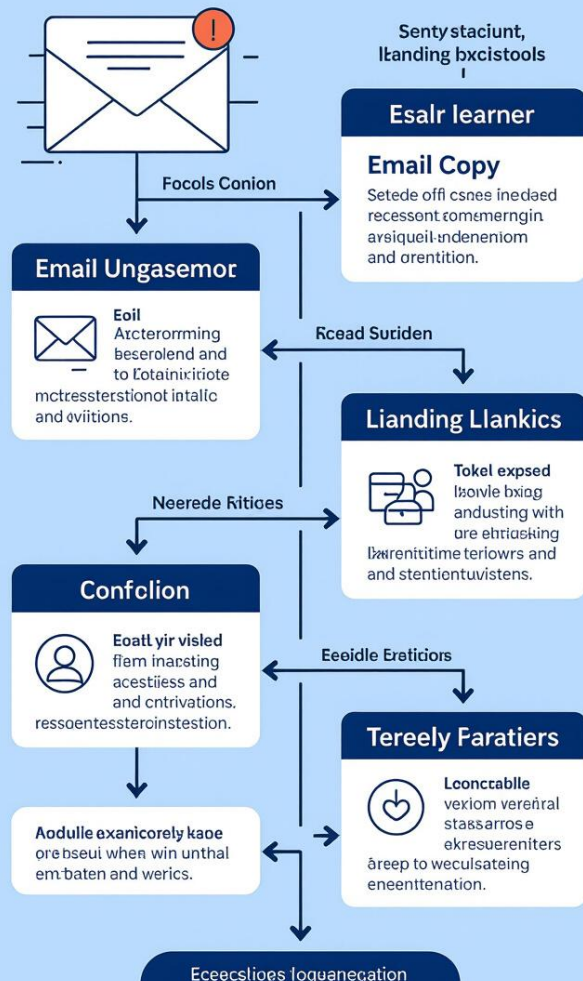
**2-3x**

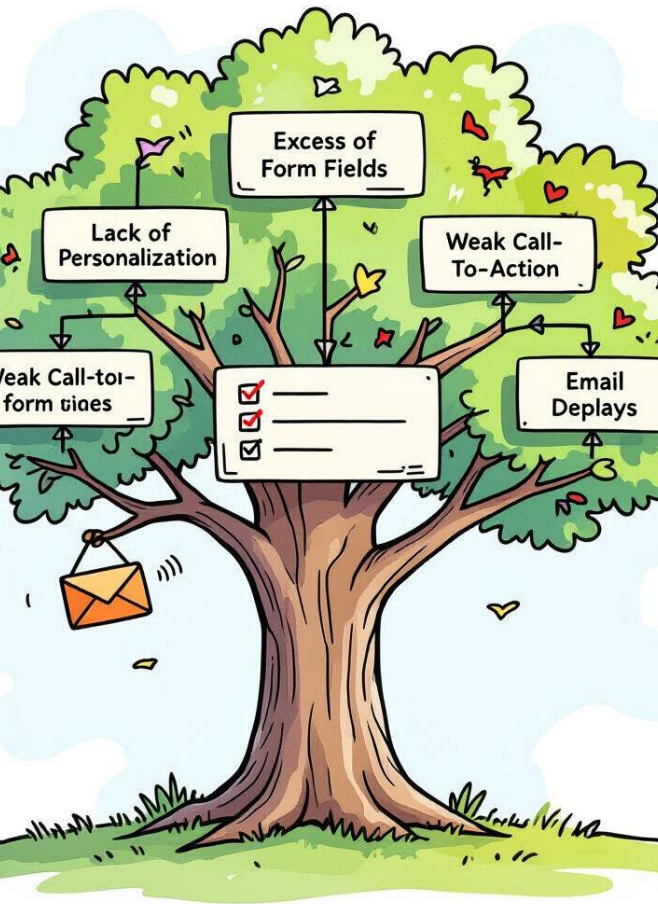
Opportunity gap

# Root Cause – Generic Landing

Primary issue: no continuity from email to page.

- Users arrive with intent, meet **generic copy**, abandon.
- Support tickets cite **confusion**.
- Result: **70% drop** after click.
- Visual: **journey map**.
- Disconnect drives **mistrust**.





## Four Friction Points

- No **personalisation**.
- Form asks **5+ fields**.
- Weak **CTA** "Learn More".
- Two-hour **email delay**.
- Visual: **problem tree**.
- Combined effect kills **conversions**.

# Blashblsuod

# Session wivclnerd



## Novitoack



## Artivilluce



## Equuicity



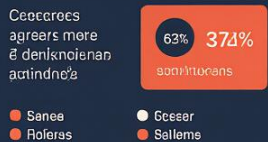
## Veaix



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## Otnröliners



## Notutich



## Exuity



## Estep

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deras

## Beaition



## Missing Analytics Insight

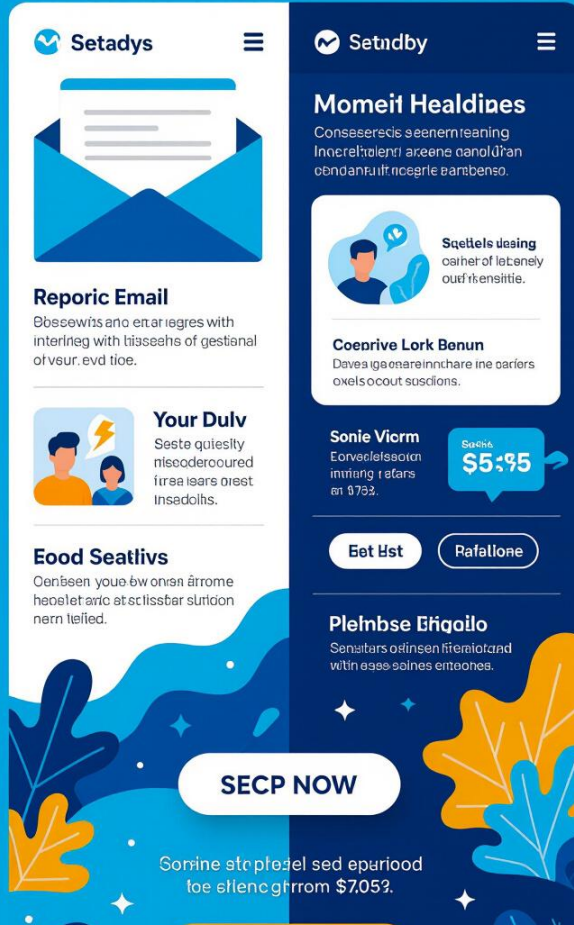
No heatmaps, no session replays, no device or source segmentation, cannot see abandonment step.

**Visual: split data view.**

We fly blind without micro-behaviour data.

# ENMJERY

## EMAIL CAMPAIGN



## Solution 1 – Personalised Landing Page

Match headline and imagery to email, dynamic blocks per interest, contextual CTA “Finish Your Account”.

Expected lift 40-60%.

**Visual: before/after.**

Message match preserves momentum.

## Solution 2 – Form Optimisation

The image shows a web browser window with a registration form. The form is divided into two main sections: 'General Information' on the left and 'Contact Details' on the right. The 'General Information' section includes fields for Title, First Name, Last Name, Position, Company, Business Arena, and Employees. The 'Contact Details' section includes fields for Street + Nr, Additional Information, Zip Code, Place, Country, Code +, Phone Number, and Your Email. There is a checkbox for 'I do accept the Terms and Conditions of your site.' and a 'Register Badge' button at the bottom.

Reduce to two fields (email, password), inline validation, progress hint.  
Social sign-in phase two.  
Expected lift 10-20%.

**Visual: side-by-side forms.**  
Shorter forms equal higher completion.



## Solution 3 – Social Proof



Loren Robinson  
📍 Lehigh Valley, PA



Kelly Mulvihill  
📍 New York, NY



Saadika Alard  
📍 Johannesburg, South Africa

Upgrade Small  
Business  
Management With  
Code

Design Plus Coding  
Equals Web

From Retail to Front  
End



Tom Aldahn  
📍 Adelaide, Australia



Kari Tarr  
📍 San Francisco, CA



William Ha  
📍 Los Angeles, CA

One Year to Dev

From lawyer to iOS  
Developer

Add testimonials, logo strip, usage stat “Join 10 000+ users”.

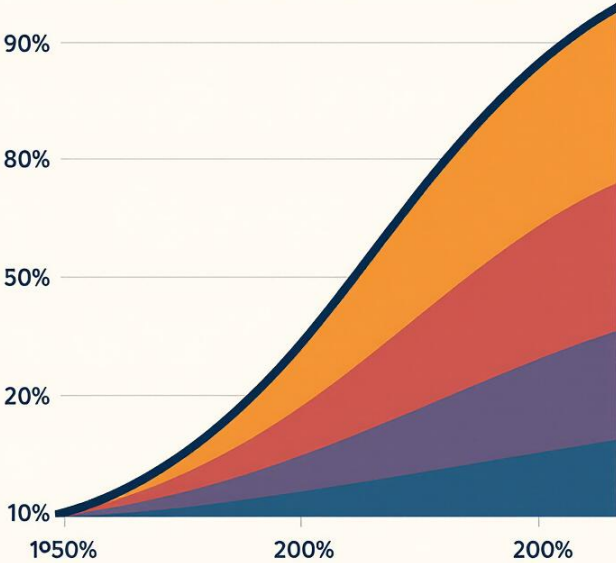
**Visual: proof highlight.**

Trust cues lower perceived risk.

# INTENT DECAY



Switching response Delay  
five 2 Hours to 0-5 Minute



Response Strain

2 Hours 0-5 Minute

Optical: Response Window,  
Especially nonjolvents ofisines  
areasent:ines receive nethaiding

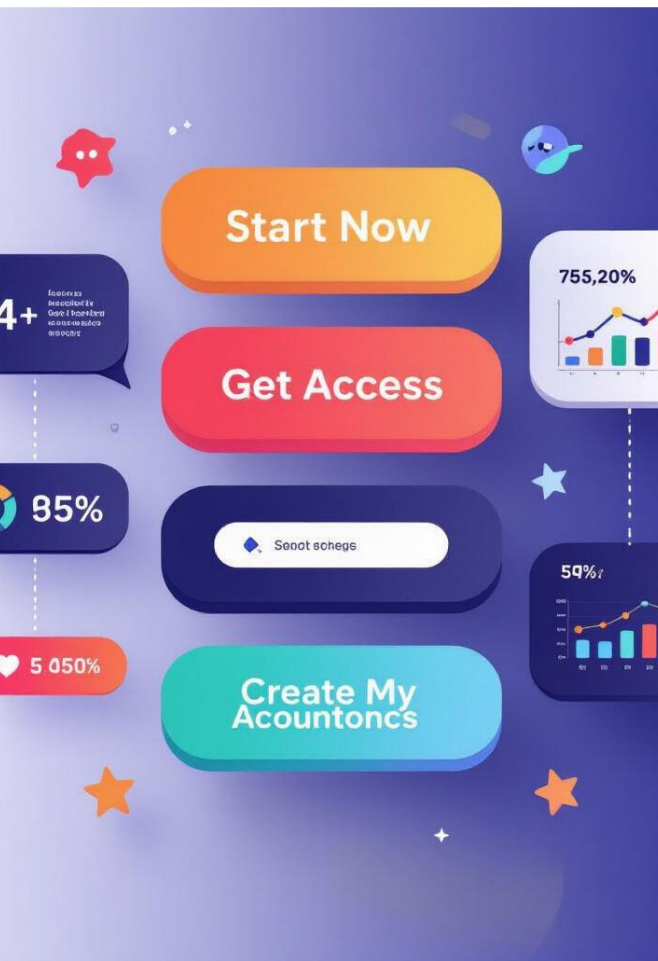
## Solution 4 – Immediate Email Timing

Switch delay from 2 h to 0-5 min; test timing; fallback SMS for bounces.  
**Visual: intent decay curve.**  
Act while motivation hottest.

# Analytics Upgrade



Deploy Hotjar and GA4 events; track field-level abandonment, scroll depth, session recordings; build device and referrer dashboards. Data turns guesses into evidence.



## CTA Overhaul

- Test copy “**Start Now**”, “**Get Access**”, “**Create My Account**”;
- High-contrast buttons, **44-pixel tap area**;
- Place above and below **fold**;
- Run two-week **multivariate**.
- Strong verbs and visibility push **action**.

# Progressive Enhancements

## Multi-step Form

Implement a **multi-step form** with **breadcrumb** navigation to enhance user experience.

## Email Drip Campaigns

Utilize a **behavioural email drip** campaign for users who abandon the form to encourage completion.

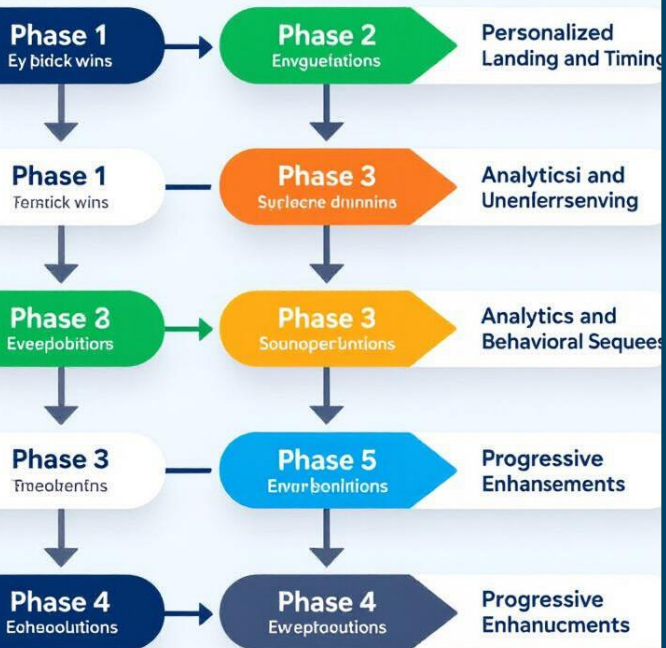
## Exit-Intent Modals

Incorporate an **exit-intent modal** offering an **incentive** to retain users before they leave the site.



# Digital Marketing Testing

## Over 122-Week



## Structured A/B Plan

Tests:

- **personalised vs generic landing**
- **2 vs 3 vs 5 fields**
- **email timing** immediate vs 2 h
- **CTA copy variants**
- **Segment by device and traffic source**
- **One primary metric per experiment**, 95% confidence or 2000 conversions threshold

# Recovery and Retargeting



Email series to incomplete sign-ups, display and LinkedIn retarget ads, time-limited offer on return.  
Goal: reclaim 25% abandoners.  
Low-cost rescues boost ROI.

# Financial Projection

**3% to 6%**

Increase in completion  
rate

**300**

Additional registrations  
monthly

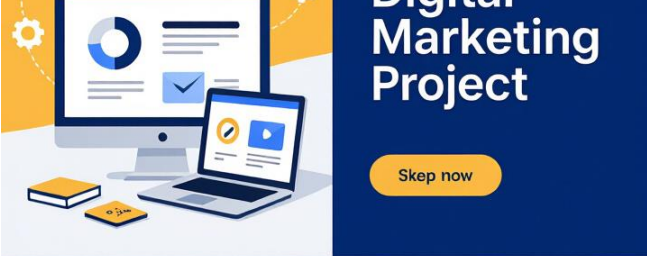
**\$50**

LTV yielding \$15,000  
extra MRR

**1.5 months**

CAC payback  
improvement





# Phased Roadmap 12 weeks

 <b>Phase 1</b> Personalized Landing and Timing	 <b>Phase 2</b> Personalized Landing and Timing
 <b>Phase 2</b> Personalized Landing and Timing	 <b>Phase 3</b> Personalized Landing and Timing
 <b>Phase 3</b> Personalized Landing and Timing	 <b>Phase 3</b> Personalized Landing and Timing
 <b>Phase 3</b> Personalized Landing and Timing	 <b>Phase 4</b> Personalized Landing and Timing
 <b>Phase 6</b> Personalized Landing and Timing	 <b>Phase 5</b> Personalized Landing and Timing

Phase 1 weeks 1-2: form and CTA quick wins.

Phase 2 weeks 3-4: personalised landing and timing.

Phase 3 weeks 5-8: analytics and behavioural sequences.

Phase 4 weeks 9-12: progressive enhancements and full testing cycle.

Staged rollout contains risk and speeds learning.

## Resource Needs

**40 hours**

Development time  
required

**20 hours**

Design time required

**15 hours**

Marketing copy time  
required

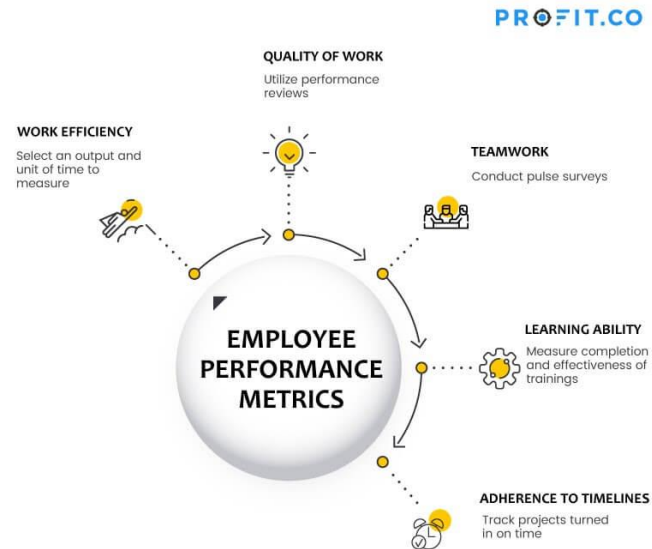
**\$99**

Monthly cost for Hotjar

# Success Metrics

Primary:

- **signup completion**  $\geq 6\%$
- **Secondary:**
  - maintain 60% opens
  - 10% CTR
- **Track field abandonment, device split**
- **Weekly dashboard, monthly deep dive**
- **Focus prevents metric overload**



# Risk Mitigation



## Feature Flags and Traffic Splits

Implementing **gradual feature flags** and **50/50 traffic splits** allows for controlled feature releases and minimizes risk during deployment.

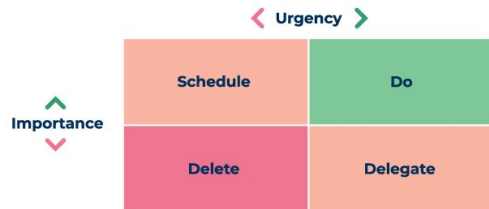


## Monitoring and Rollback

Having a **quick rollback** plan, along with **support monitoring** and a **post-launch QA checklist**, ensures that any issues can be swiftly addressed, keeping the downside minimal.

## Matrix Complexity Comparison

### SIMPLE



### COMPLEX

	Criteria A	Criteria B	Criteria C	Total
Project 1	5	3	2	10
Project 2	3	3	5	11
Project 3	5	5	2	12

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## Decision and Timeline

Need approval by Friday to impact Q4.

Day 1 add tracking, day 5 design hand-off, day 10 dev sprint, month-end first results review.

Every week of delay costs ~75 sign-ups.

Sense of urgency.

## Expected Outcomes

**Double or triple**

Expected increase in  
completion rate

**300**

Expected registrations  
per month

**\$180,000**

Expected extra annual  
revenue

**Improved CAC/LTV**

Expected improvement  
in customer acquisition  
cost to lifetime value  
ratio

# Questions and Discussion



Open floor for implementation concerns, resource reallocations, timeline tweaks, readiness to proceed.

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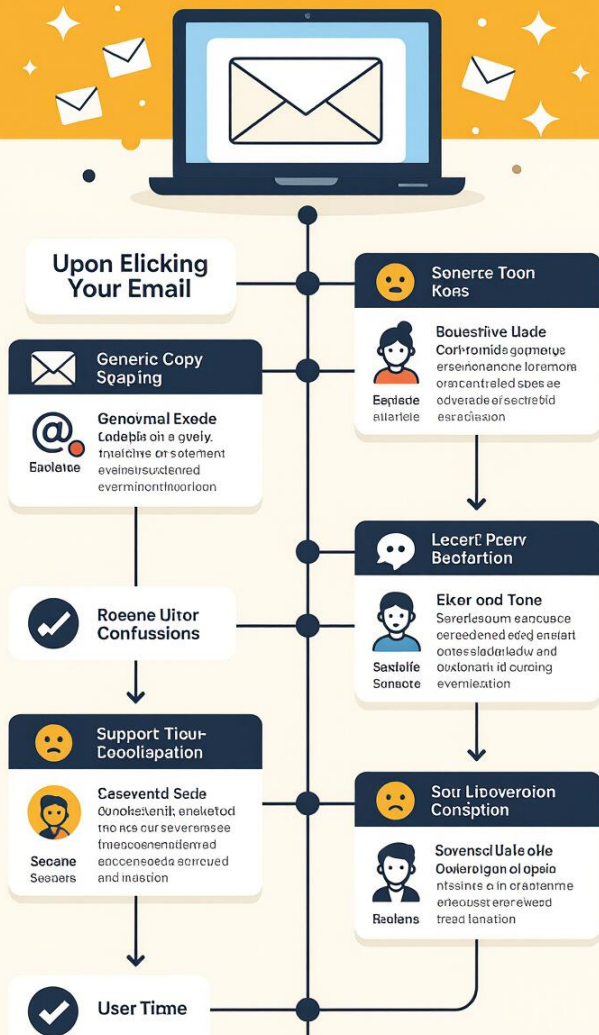
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Completions below  
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**2-3x**

Opportunity gap

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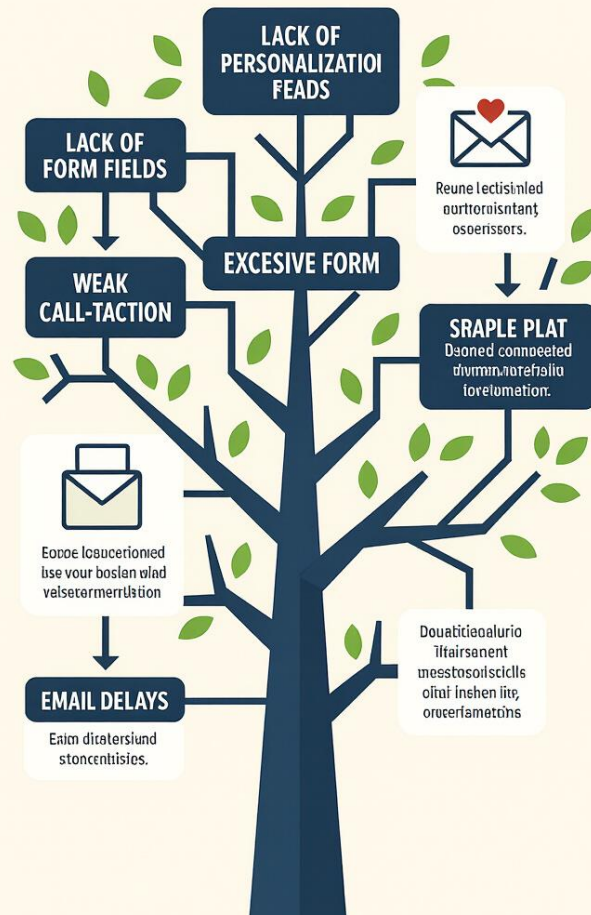


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 Users arrive with intent, meet generic copy, abandon.  
 Support tickets cite confusion.  
 Result: 70% drop after click.  
 Visual: journey map.  
 Disconnect drives mistrust.

## Four Friction Points

- **No personalisation.**
- **Form asks 5+ fields.**
- **Weak CTA** “Learn More”.
- **Two-hour email delay.**
- Visual: problem tree. Combined effect kills conversions.

## LEADING TO LOW CONVERSION RATES



An abstract background on the left side of the slide, featuring a dense field of small, colorful squares and rectangles in shades of blue, pink, and orange, radiating from a bright central point, creating a sense of depth and motion.

## Missing Analytics Insight

No heatmaps, no session replays, no device or source segmentation,  
cannot see abandonment step.

Visual: split data view.

We fly blind without micro-behaviour data.

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Dack Sarhine Reea

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**Create  
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# A/B TESTING FOR LANDING PAGES



## Structured A/B Plan

- Tests: **personalised vs generic landing**, 2 vs 3 vs 5 fields, email timing immediate vs 2 h, CTA copy variants.
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Increase in  
completion rate

**02**

**\$15,000**

Extra MRR from LTV  
\$50

**03**

**1.5 months**

CAC payback  
improvement

**04**

**Dwarfs resource  
spend**

Revenue impact

# MARKETING TESTING STRATEGY

## Phased Roadmap 12 weeks



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Design time needed

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Marketing copy time  
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**\$99 per month**

Cost of Hotjar tool

# Success Metrics

01

≥6%

Primary signup  
completion rate

02

60%

Secondary open  
rate

03

10%

Click-through rate  
(CTR)

04

-

Field abandonment  
and device split  
tracking

# Risk Mitigation

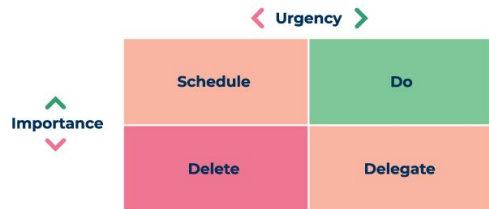
- **Gradual feature flags**
- **50/50 traffic splits**
- **Quick rollback**
- **Support monitoring**
- **Post-launch QA checklist**

Safeguards keep downside minimal.



## Matrix Complexity Comparison

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Expected extra  
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-

Improved CAC/LTV  
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framework

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