

Objective This analysis assessed whether changing the display order of subscription plans would increase paid user conversions. The existing layout (Variant A: 1/24/12) was tested against two alternative layouts (Variants B and C).

The Bottom Line: No Uplift, Maintain Current Design

The experiment conclusively shows that reordering subscription plans is not an effective lever for conversion growth. None of the variants produced a statistically significant improvement over the current design. Both treatment groups performed almost identically to the control, with conversion rates around 1.88%.

Recommendation: Maintain the current plan order (Variant A).

Allocating engineering resources to implement a new order would yield no measurable business benefit and is not recommended.

The Critical Discovery: Uncovering a 'Power User' Segment

While the A/B test itself did not produce a winning variant, the rigorous data validation process uncovered a far more valuable insight: the existence of a high-value 'power user' segment.

Our analysis revealed that users who were previously mistaken for outliers are, in fact, a distinct group with a higher propensity to purchase long-term (12 and 24-month) subscription plans. The overall share of these high-LTV plans increased from ~31% to ~35% after the analysis was corrected to properly include this group.

The Strategic Opportunity: Target the Power Users

This discovery provides a clear, data-driven direction for future growth initiatives. Instead of pursuing low-impact UI changes, our efforts should be refocused on understanding and monetizing this power user segment.

Next Step: We propose a new, targeted experiment based on this insight:

We hypothesise that for users exhibiting high-engagement behaviour, presenting a targeted promotional offer on the annual plan at checkout will shift a significant portion of these power users from monthly to annual subscriptions, directly increasing customer lifetime value.

This experiment moves us from testing generic layouts to deploying a sophisticated, behaviour-driven strategy with a much higher potential ROI.