

# Apply | Scroll Depth Indicator | A/B Test


eve.22.021

**Findings:** Only 39% of users make it to the “Continue to your application CTA” on desktop and mobile on the Apply page.

**Hypothesis:** By adding a scroll depth indicator, we can inform users that they are nearing the end of the estimator, thus increasing scroll depth, “Continue” CTA clicks, and application submissions.

## Goals:

- ↑ Scroll depth
- ↑ Continue CTA Clicks
- ↑ Application submissions

Status	Start Date	End Date
	TBD	TBD



## Scroll Indicator

### Scroll Down to See The Effect

We have created a "progress bar" to show how far a page has been scrolled.

It also works when you scroll back up.



## eve.22.021

**Evertly**

Everly Life Resources 

Company ▾

**Get estimate**

Sign in

Font: Söhne  
Mono  
#918E8E

## Personal Information

Step 1 of 4

Partially Filled:  
#1536A2

Unfilled:  
#E4E5F7

Patent Pending

### PERSONAL INFORMATION

## 1. Tell us about yourself.

This information helps to determine your cost of protection.

Sex (assigned at birth)

☒ Fem

☐ Male

Age

35

State

Connecticut

## How's your health?

Average

Good

Excellent

②

Do you use nicotine-containing products?

☐ Yes☒ No

Estimated average monthly payment for the first 20 years for **\$250K** coverage

**Avg. Cost of Protection:**

\$21.00 <sup>(?)</sup>

+

**Avg. Monthly Savings Payment:**

\$11.00 

**Total:**

\$32.00 <sup>(?)</sup>

An Everly Life policy can stay active up to age 121. You can cancel anytime with no fees.

[See more details](#)

Share your estimate

## PROTECTION

## 2. How much coverage do you want?

This is the death benefit—the amount that may be paid to beneficiaries in the event of your passing. A portion of this coverage may also be accessible earlier if you get seriously ill.

Proprietary and Confidential



# Apply | Scroll Depth Indicator | A/B Test

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V1 - Progress Bar

Font: Söhne Mono  
#918E8E

Personal Information  
Step 1 of 4

Get estimate

Sign in

Fully Filled:  
#121B6B

Patent Pending

PERSONAL INFORMATION

1. Tell us about yourself.

This information helps to determine your cost of protection.

Sex (assigned at birth)

Age

State

☒ Female ☐ Male

35

Connecticut

How's your health?

Do you use nicotine-containing products?

☐ Average ☒ Good ☐ Excellent

☐ Yes ☒ No

Estimated average monthly payment for the first 20 years for \$250K coverage

Avg. Cost of Protection:  
(includes Admin Fee)

\$21.00

+ Avg. Monthly Savings Payment:

\$11.00

Total:

\$32.00

An Everly Life policy can stay active up to age 121. You can cancel anytime with no fees.

See more details

Share your estimate

PROTECTION

2. How much coverage do you want?

This is the death benefit—the amount that may be paid to beneficiaries in the event of your passing. A portion of this coverage may also be accessible earlier if you get seriously ill.

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## V1 - Progress Bar: Step Names

**Personal Information**  
Step 1 of 4

**Protection**  
Step 2 of 4

**Growth**  
Step 3 of 4

**Results**  
Step 4 of 4

Every

EveryLifeResourcesCompany

Get estimateSign In

PERSONAL INFORMATION

1. Tell us about yourself.

This information helps to determine your cost of protection.

Age (years old at start)

Age

State

FemaleMale

35

Connecticut

Health your health?

Do you ever consume containing products?

AverageGoodExcellent

YesNo

PROTECTION

2. How much coverage do you want?

This is the death benefit—the amount that may be paid to beneficiaries in the event of your passing. A portion of this coverage may also be accessible earlier if you get seriously ill.

Estimated average monthly payment for the first 20 years for \$500K coverage

Pay Total of Protection Amount

\$21.00

Pay Monthly Savings Payment

\$11.00

Total

\$32.00

See more details

Share your estimate

ANNUITY

3. How much would you like to save?

Build your account value so that you may receive future funds in the future with tax-deferred withdrawal and loans. See how detailed data.

Estimated average monthly payment for the first 20 years for \$500K coverage

Pay Total of Protection Amount

\$21.00

Pay Monthly Savings Payment

\$11.00

Total

\$32.00

Choose a monthly savings addition

\$11

See more details

Share your estimate

RESULTS

4. This is your potential account value.

An EveryLife policy can stay active up to age 92. This estimate is a snapshot after the first 20 years.

Interest Rate

15.0% current

4.0% Current

Estimated account value after 20 years with coverage of \$500K

Current

\$2,643

Projected account

\$1,765

Total

\$4,408

See more details

Share your estimate

Proprietary and Confidential

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## V1 - Progress Bar

The image displays four mobile app screens for the 'Every' application, illustrating a four-step 'Apply' process. Each screen features a progress bar at the top, with the current step highlighted in blue. The steps are: 1. Personal Information, 2. Protection, 3. Growth, and 4. (implied final step). The first screen, 'Personal Information', shows a form for 'Tell us about yourself.' with fields for 'Sex (assigned at birth)' (Female, Male) and 'Age'. The second screen, 'Protection', shows a form for 'How much coverage do you want?' with a dropdown for 'Pennsylvania', a radio button for 'How's your health?' (Average, Good, Excellent), and a radio button for 'Do you use nicotine-containing products?' (Yes, No). The third screen, 'Protection', shows a form for 'How much coverage do you want?' with a text input for 'Choose a coverage amount' (\$500,000) and a 'Learn more about Protection' link. The fourth screen, 'Growth', shows a form for 'How much would you like to save?' with a text input for 'Choose a monthly savings addition' (\$100) and a 'Learn more about Growth' link. The progress bar on each screen indicates the current step: Step 1 of 4, Step 2 of 4, Step 3 of 4, and Step 4 of 4.

Every

Get your free, instant estimate.

PATENT PENDING

Personal Information  
Step 1 of 4

Tell us about yourself.

This information helps estimate your cost of protection.

Sex (assigned at birth)

Female Male

Age

Every

Personal Information  
Step 1 of 4

Pennsylvania

How's your health?

Average Good Excellent

Do you use nicotine-containing products?

Yes No

How much coverage do you want?

This is the death benefit—the amount that may be paid to beneficiaries in the event of your passing. A portion of this coverage may also be accessible earlier if you get seriously ill.

Every

Protection  
Step 2 of 4

How much coverage do you want?

This is the death benefit—the amount that may be paid to beneficiaries in the event of your passing. A portion of this coverage may also be accessible earlier if you get seriously ill.

Choose a coverage amount

\$500,000

Learn more about Protection →

Every

Growth  
Step 3 of 4

How much would you like to save?

Build savings that can be accessed in the future with tax-advantaged withdrawals and loans. [See how savings stack up](#)

This money will grow with a 4.0% current interest rate, guaranteed never to drop below 1%.\*

Choose a monthly savings addition

\$100

Maximum yearly contribution \$7,500 based on \$500k coverage

Learn more about Growth →

# Apply | Scroll Depth Indicator | A/B Test

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**Inspiration**

Everly

Every Life Resources Company Get estimate Sign in

How long am I protected? Can I adjust my coverage? What if I get seriously ill? What happens when I die?

term insurance typically comes with an expiration date, but with Everly Life, you can get permanent protection for your entire life up to age 121.\* (If you end up living to 122, please let us know your secret.)

\*Monthly premiums are paid, may last through age 121.

Age 18

Everly Life UL Typical Term

Requires new application and updated health status

CAN I ADJUST MY COVERAGE?

**Enjoy flexible coverage for wherever your journey takes you.**

Life circumstances are always changing. With Everly Life, coverage amount adjustments can be requested as needed so you can keep working towards your goals.

Waiting for suggest: ping@protection.com...

URL: <https://www.everlylife.com/protection>

**V2 - Jump Links**

Everly

Every Life Resources Company Get estimate Sign in

Personal Information Protection Growth Results

**Get your free, instant estimate.**

Patent Pending

PERSONAL INFORMATION

**1. Tell us about yourself.**

This information helps to determine your cost of protection.

Sex (Assigned at birth) Age State

☒ Female ☐ Male 35 Connecticut

How's your health? Do you use nicotine-containing products?

☐ Average ☒ Good ☐ Excellent ☐ Yes ☒ No

Estimated average monthly payment for the first 20 years for \$250K coverage

Avg. Cost of Protection: \$21.00

Avg. Monthly Savings Payments: \$11.00

Total: \$32.00

An Everly Life policy can stay active up to age 121. You can cancel anytime with no fees.

See more details

Share your estimate

PROTECTION

**2. How much coverage do you want?**

Waiting for rs.hubcity.com...