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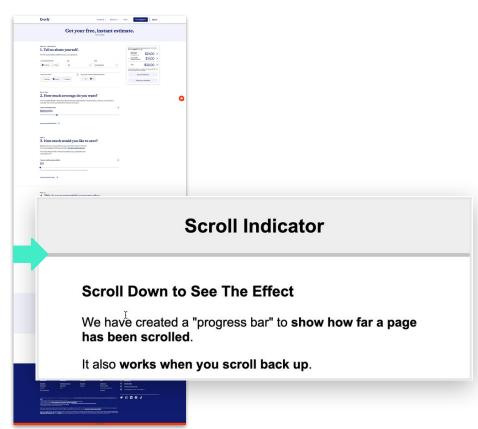
Findings: Only 39% of users make it to the "Continue to your application CTA" on desktop and mobile on the Apply page.

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
(50)	TBD	TBD



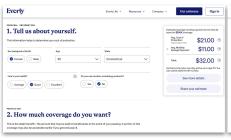
eve.22.021 **V1 - Progress Bar** Everly Font: Söhne Everly Life ~ Resources v Company v Get estimate Sign in #1536A2 Font: Söhne Personal Information Mono ➤ Step 1 of 4 #918E8E Partially Filled: Unfilled: Patent Pending #1536A2 #E4E5F7 PERSONAL INFORMATION Estimated average monthly payment for the first 20 1. Tell us about yourself. years for \$250K coverage Avg. Cost of \$21.00 3 Protection: This information helps to determine your cost of protection. (includes Admin Fee) Avg. Monthly \$11.00 ② Savings Payment: Sex (assigned at birth) State \$32.00 ② 35 Female Connecticut Total: An Everly Life policy can stay active up to age 121. You can cancel anytime with no fees. How's your health? ? Do you use nicotine-containing products? See more details Good Excellent Average 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

eve.22.021 V1 - Progress Bar Everly Everly Life ~ Resources v Company ~ Get estimate Sign in Font: Söhne Personal Information Mono > Step 1 of 4 #918E8E Fully Filled: Patent Pending #121B6B PERSONAL INFORMATION Estimated average monthly payment for the first 20 1. Tell us about yourself. years for \$250K coverage Avg. Cost of \$21.00 3 Protection: This information helps to determine your cost of protection. (includes Admin Fee) Avg. Monthly \$11.00 ② Savings Payment: Sex (assigned at birth) State \$32.00 ② 35 Female Connecticut Total: An Everly Life policy can stay active up to age 121. You can cancel anytime with no fees. How's your health? ? Do you use nicotine-containing products? See more details Good Excellent Average Share your estimate 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

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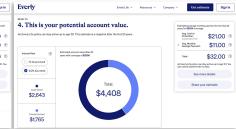
V1 - Progress Bar: Step Names

Personal Information Step 1 of 4 Protection Step 2 of 4 Growth Step 3 of 4 Results Step 4 of 4

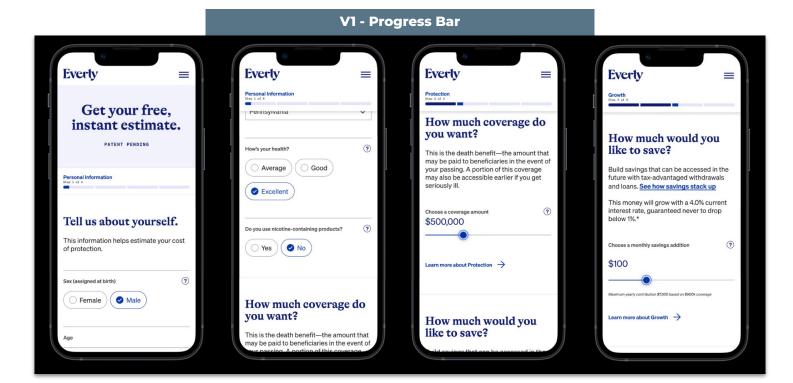








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URL: https://www.everlylife.com/protection

