



Innovation Women Report

2025

Prepared by
Team 3



I. Executive Summary

Innovation Women is a mission-driven platform dedicated to increasing the visibility of women in public speaking. Despite this strong value proposition, our analysis uncovered consistent friction in the user journey, undermining engagement, retention, and cross-platform integration. Drawing from our walkthrough as a first-time speaker and in-depth data analysis, including Stripe subscription logs, Google Analytics, and BrightTALK sentiment data, we identified key areas of opportunity to redesign the experience based on measurable gaps in performance.



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The account creation process is marked by a **95%** drop-off after email confirmation, and profile completeness remains low due to excessive manual input. Many users engage with only one of the company's platforms (Innovation Women, Lioness, or MySpeakerLeads), with little encouragement or navigation toward the others. In addition, incomplete tracking through improperly tagged campaigns results in **56%** of traffic appearing as (not set), obscuring valuable attribution and navigation data. To solve these pain points, we proposed a series of improvements structured along four critical stages of the speaker journey.

During the awareness and exploration phase, we recommend increasing first-time visitor trust through visible speaker success stories, reorganizing web hierarchy based on high-traffic/low-conversion page data and redesigning the pricing tier interface to make plan differences more understandable and appealing. These UX-driven adjustments directly address bounce rate and conversion barriers on key pages like `/sign_up` and `/join`, which currently show engagement times under **60 seconds** and conversion rates under **10%**.

At the sign-up and integration stage, Stripe and GA4 analysis revealed that users face excessive friction prior to payment. To increase multi-platform adoption, we recommend reversing the flow, prompting payment immediately after account creation, and enabling service cross-promotion at the profile setup step. These actions are expected to reduce drop-off and boost conversion from free registration to paid membership.

In the enrichment and personalization phase, we found that only **39.7%** of users link a LinkedIn profile, which indicates a missed opportunity for both data quality and efficiency. We recommend integrating LinkedIn's API for autofill, improving onboarding speed and profile completeness. Additionally, we propose collecting optional birthdate data to enable behavioral segmentation, paving the way for targeted outreach by age cohort or career stage.

Finally, during the feedback and engagement loop, we used Latent Dirichlet Allocation and cosine similarity to prototype a speaker Fit Score, automating event-speaker matching based on profile data and event themes. This system can be paired with follow-up nudges for abandoned searches and the introduction of a structured speaker review system. These features aim to close the loop between speaker quality, event alignment, and post-engagement feedback.

These proposals are not isolated feature requests; they represent a comprehensive, data-informed strategy for redesigning the speaker journey. Each recommendation maps directly to measurable KPIs, including Active User Base, Conversion Rate, Churn Rate, Feature Utilization, Profile Completion, Retention Rate (90-Day), Match Rate, and Net Promoter Score (NPS). These metrics allow Innovation Women to benchmark progress, iterate features, and communicate value internally and externally.

Through this speaker-centric, insight-driven strategy, Innovation Women can evolve from a high-potential platform into a fully optimized ecosystem, one that fosters trust, grows engagement, and increases the visibility of women across professional stages and industries.



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II. Problem Statement & Business Context



Innovation Women serves as a critical platform for elevating female voices in technology, entrepreneurship, and leadership by connecting speakers with event organizers. Despite the strength of its mission and multi-platform presence (Innovation Women, Lioness, MySpeakerLeads), the speaker experience remains fragmented. Friction points, such as complex onboarding, an unintuitive pricing structure, and inconsistent service integration, hinder user conversion, long-term engagement, and cross-platform retention.

Data provided by the client, including user activity logs, Stripe subscription patterns, and Google Analytics, reveals three key challenges:

1

Drop-off during account creation due to excessive manual input and unclear value communication.

2

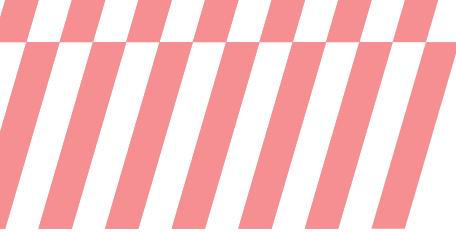
Underutilization of services by users who sign up on one platform but do not engage with the others.

3

Lack of behavioral and demographic tracking, which limits Innovation Women's ability to segment, personalize, and proactively re-engage users.

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Through this lens, our team identified eleven actionable, data-supported opportunities to enhance the speaker journey. These recommendations are mapped across the full lifecycle, from initial contact to account integration, active engagement, and long-term feedback. Our approach leverages platform metrics, speaker profiles, and event match history to strategically reduce friction, improve retention, and unlock new revenue potential.

These are not isolated user experience changes. They represent foundational shifts designed to help Innovation Women:

- Optimize the speaker acquisition and conversion funnel.
- Increase the clarity and uptake of membership tiers.
- Strengthen community visibility and network effects.
- Enable smarter recommendations, engagement strategies, and product offerings through data.

Objective: Transform the speaker experience into a seamless, insight-driven journey that creates long-term value for users and the business alike.

• Stakeholders and Strategic Relevance

➤ Speakers (Primary Users)

Speakers are both customers and the platform's primary content drivers. Their goals include building credibility, gaining exposure, and being matched with the right opportunities. Currently, they face friction from unclear onboarding steps, data re-entry requirements, and limited post-engagement feedback. By redesigning these touchpoints, through LinkedIn autofill, personalized nudges, and behavior-based segmentation, Innovation Women can deliver a streamlined and engaging experience that improves user satisfaction and loyalty.

➤ Engagement Strategy

Organizers depend on the relevance, quality, and completeness of speaker profiles. When profiles lack structure or when tagging is inconsistent, the process of identifying strong matches becomes inefficient. Features like the Speaker Fit Score, audience-driven reviews, and targeted content signals will allow organizers to make more informed, timely, and confident booking decisions.

› Innovation Women Internal Teams (Operations, Marketing, Data, and Product)

Cross-functional teams will benefit from the implementation of a clear, data-backed roadmap for improvement. A/B testable features (e.g., tier redesigns, search re-engagement tools) tied to specific KPIs will support iteration and optimization. Moreover, enriched datasets, including user sentiment, demographic cohorts, and engagement history, will strengthen Innovation Women's ability to launch targeted campaigns, design scalable features, and inform strategic decisions with confidence.



III. Data Exploration & Insights

Step 1: Awareness & Exploration

To evaluate user engagement on the Innovation Women platform, we created a custom metric called the **Profile Completeness Score**, which quantifies how fully a user has filled out their profile. This score is calculated based on the presence of key elements such as LinkedIn, Twitter, a personal website, a resume upload, and a profile picture, with a maximum score of five.

Using Python and Pandas, we analyzed profile scores across all users, revealing that a significant proportion had incomplete profiles. To visualize the distribution, we used Plotly to generate a bar chart (see Figure 1), and we further examined the user journey through a funnel analysis that tracked drop-off from initial sign-up through to profile completion (see Figure 2). These findings provided clear visibility into engagement gaps and formed the basis for recommending targeted nudges and design improvements to encourage users to complete their profiles.

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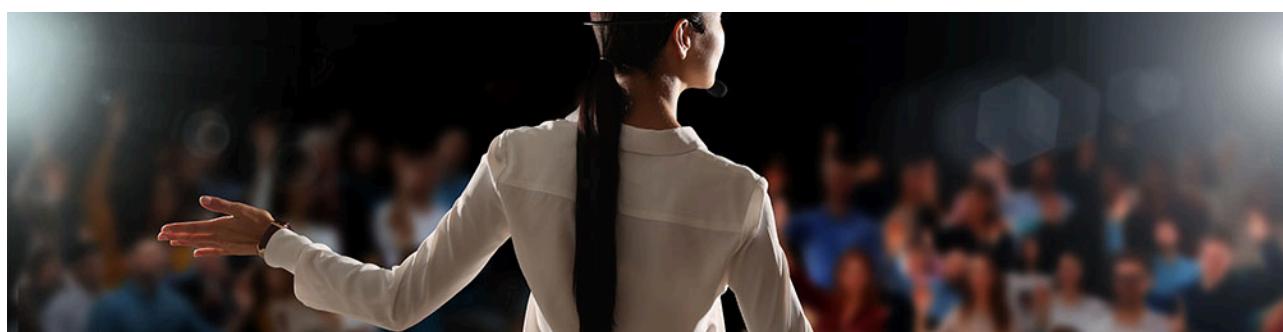
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To identify underperforming sections of the site, we analyzed **landing page behavior, navigation flow, and campaign click performance** using Google Analytics. We found that high-traffic pages like /sign_up, /join, and /become-a-speaker had **low engagement times and key event rates**, suggesting friction at critical entry points. A user journey funnel further highlighted **major drop-off after sign-up and email confirmation**, with few users reaching the profile completion stage. Additionally, campaign analysis revealed that several email and ad campaigns showed **high click volume but low engagement**, while a large portion of traffic appeared as (not set), indicating **incomplete UTM (Urchin Tracking Module) tagging**. These insights directly support the need for streamlined navigation, clearer Call to Actions (CTAs), and better campaign tracking.

We identified several **underperforming onboarding pages**. The /users/sign_up page, despite high traffic, showed **low engagement (56s)** and a **conversion rate under 10%**, indicating friction in the sign-up process. Similarly, both /join and /become-a-speaker—key conversion points—had **low engagement** and **poor key event rates**, suggesting unclear CTAs or value messaging. The /newsletter page had the **lowest engagement (11s)** and almost **no conversions**, pointing to possible misdirection or targeting issues. Only the homepage performed well with **balanced engagement (1m 58s)** and a solid key event rate (17.24%), validating its role as a general entry point (See Appendix).

Before analyzing campaign performance in detail, we noticed that a significant portion of traffic in Google Analytics is labeled as **(not set)** under the landing page and campaign parameters. This typically occurs when incoming traffic lacks proper UTM tagging or when redirect strip tracking details. As a result, we lose visibility into where these users originated and how they navigated the site. This undermines attribution accuracy and makes it harder to evaluate the effectiveness of specific marketing efforts. The data below highlights the extent of this issue across various traffic channels (See Figure 3).

A significant portion of sessions (~56% across Direct, Organic Search, and Referral channels) had **undetected landing pages marked as (not set)**. These sessions showed **very low engagement times** (13–24 seconds), indicating either poor tracking or weak post-click experiences. The issue likely stems from **missing or broken UTM tags, bookmarked links, or third-party referrers** (like social apps) that strip landing page paths. This limits visibility into user behavior and reduces the effectiveness of campaign optimization (See Table 2).





Step 2: Sign-Up & Integration

To better understand where users disengage in the onboarding process, we analyzed the end-to-end user journey from sign-up through to the payment stage. Using Google Analytics, we tracked the number of active users and their engagement across each key step in the funnel.

We analyzed the sign-up and payment flow using GA4 to identify where users drop off before completing payment. Starting from the /users/sign_up page, which had over **30,000 active users**, there was a **sharp 95% drop-off** at the first email confirmation step. Engagement times at both confirmation pages were extremely low—just **5s and 4s**, respectively—suggesting users either abandon the process or face friction. Only **710 users reached the speaker profile/payment page**, highlighting that the **current multi-step flow delays conversion**. These findings support streamlining the experience by guiding users directly to payment after sign-up or email confirmation (See Table 3).



Step 3: Enrichment & Personalization

39.72% of users have uploaded a link for their LinkedIn profile. This supports that there is a large percentage of users with presence in this website and therefore highlights the potential to create an integrated sign-up process with LinkedIn that could be easier and/or faster for users.

Step 4: Feedback & Engagement Loops

To support better event-speaker alignment, we built a **content-based scoring model** that recommends speakers based on their profile summaries and the thematic content of upcoming events. Using natural language processing in R, we extracted the most recent event description and compared it to speaker summaries using **Latent Dirichlet Allocation (LDA)** topic modeling. Each speaker and the event were represented as topic vectors, and **cosine similarity** was used to measure how well each speaker's expertise aligns with the event. This approach enabled us to rank speakers by thematic fit and identify the top five most relevant profiles for the event. The methodology provides a scalable way to automate speaker-event matching, grounded in the actual content and context of both sides (See code in Figure 4).

IV. Proposed Strategies & Solutions

Speaker Journey Mapping: 10 Improvement Opportunities

We have mapped 10 key actionable proposals across four major steps of the speaker journey:

Step 1: Awareness & Exploration

- **Success Story Visibility:** Publicizing speaker success cases with the highest sentiment and relevant KPIs helps new visitors trust the platform faster.

Highlighting success stories through real speaker experiences is one of the most effective ways to build trust and engagement. Research shows that **92% of consumers** are more likely to **engage** with a brand when it showcases **authentic success stories** or user-generated content (Nielsen Norman Group, n.d.). Case studies and testimonials are ranked among the top three most influential content formats for B2B decision-makers, with companies reporting up to **54% higher conversion rates** when success stories are featured on their platforms (Demand Gen Report, 2024).

By leveraging speaker profile views, webinar feedback, and sentiment data from BrightTALK, Innovation Women can identify which speaker stories resonate most with audiences. Focusing on these high-impact cases and bringing them to the forefront can significantly strengthen credibility, encourage membership growth, and improve engagement across marketing channels.

- **Web Hierarchy Reorganization:** Based on conversion data, improve site navigation to reduce user overwhelm and highlight popular services.

Research on website usability and digital engagement consistently shows that poor site structure and unclear navigation can **increase bounce rates by up to 70%** and significantly reduce user engagement (Nielsen Norman Group, n.d.). When key content is buried or hard to find, users are likelier to leave the site without acting. According to a study by HubSpot (2024), **76%** of users say that the most important factor in a website's usability is how easy it is to find what they are looking for.

Reorganizing the website hierarchy by analyzing user navigation paths, bounce rates, and click behavior allows companies to surface high-value content more effectively and streamline user journeys. Businesses that simplify site navigation and improve page hierarchy report up to **50% higher engagement rates** and as much as **35% lower bounce rates** after restructuring poorly performing sections (Baymard Institute, 2024). These insights support the recommendation to optimize Innovation Women's web hierarchy by identifying navigation bottlenecks and reorganizing content to guide users toward key actions like membership sign-up and speaker discovery.



- **Visual Tier Differentiation:** Membership packages need to be visibly distinct, emphasizing feature differences and associated benefits.

Research on subscription-based businesses shows that confusing or cluttered pricing pages can **increase churn rates by up to 30%**, as potential customers often struggle to understand the differences between available plans (Nielsen Norman Group, n.d.). In contrast, companies that use clear side-by-side comparison tables with feature checkmarks and simple layouts report an improvement in conversion rates of up to **25%** (Userpilot, 2025).

Communicating annual savings, such as "Save 20% with yearly billing," has increased the adoption of long-term plans by **10-12%** compared to pricing pages that only display yearly totals without breaking down the monthly equivalent (Stripe, 2024). Highlighting the recommended option with visual cues like a "Most Popular" badge or distinctive color can further encourage users to select mid-tier or premium plans, increasing plan selection by up to **16%** (Userpilot, 2025). These insights support the recommendation to redesign Innovation Women's pricing page to enhance clarity, improve plan understanding, reduce churn, and increase yearly renewals.

Step 2: Sign-Up & Integration

- **Service Cross-Promotion:** Use the profile-building step to guide users toward the other two platforms (Lioness, MySpeakerLeads) and unify messaging across services.

Cross-promotion across connected platforms like Innovation Women, My Speaker Leads, and Lioness Magazine represents a significant untapped opportunity to increase engagement, boost service adoption, and strengthen customer relationships. Studies show that **cross-functional selling can increase customer lifetime value by 30 to 50%** when complementary products or services are offered based on user interests and behaviors (McKinsey & Company, 2024).

When users are introduced to aligned services, they have not yet explored, such as event leads for speakers or thought leadership content for entrepreneurs, they are far more likely to engage. According to Salesforce (2024), 65% of users are more likely to consider an additional service when the recommendation is tailored to their profile and activity. This approach also fosters trust, as the promotion feels relevant and helpful rather than random.

For Innovation Women, tracking engagement across these three platforms and identifying where users are active or missing presents a strategic way to spotlight the full ecosystem of opportunities. For example, active speakers on Innovation Women could be nudged toward lead generation services on My Speaker Leads, while contributors to Lioness Magazine could be invited to elevate their speaking visibility through Innovation Women. Companies that successfully implement these cross-platform strategies report **up to 25% higher retention and significantly better engagement across all services** (HubSpot, 2024).

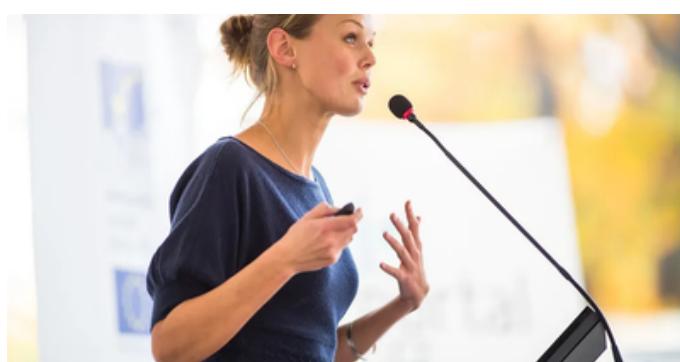




- **Payment Simplification:** Reverse the process, let users first pay and then build their profile, reducing drop-off from overcomplicated forms.

Research in subscription-based platforms consistently shows that complicated or lengthy payment processes significantly increase drop-off rates, with studies reporting that up to **60%** of users **abandon** sign-up when **the payment flow feels too long** or confusing (Baymard Institute, 2024). Friction points such as asking users to verify their email, log in, navigate to a separate dashboard, and manually locate the payment option create unnecessary barriers that discourage completion. Stripe (2024) highlights that simplifying checkout to **one or two clear steps** can **increase conversion rates by 20-35%**, especially when payment is integrated directly into the registration process rather than being hidden behind several clicks.

Platforms that allow users to complete payment during the onboarding process without forcing extra navigation to report faster subscription and higher membership acquisition rates (Nielsen Norman Group, n.d.). Removing redundant steps and providing immediate access to payment right after account creation helps reduce signup delays and prevents drop-off. These insights suggest that optimizing Innovation Women's payment process by reducing the number of clicks and integrating payment at the first stage of registration could significantly improve sign-up completion and membership growth.



Step 3: Enrichment & Personalization

- **Age Data Collection:** Add a birthday field during onboarding and follow up with existing users to understand behavioral patterns by age.

Collecting age data through an optional birthdate field provides valuable insights for segmentation and personalized messaging. Research shows that marketers who use demographic segmentation, including age cohorts, achieve up to **60% higher engagement rates** in their campaigns compared to those using generic messaging (Salesforce, 2024). Campaigns tailored to specific age groups report up to **45% higher click-through rates and 50% better conversion rates**, as the content feels more relevant to the audience (HubSpot, 2024).

From the customer's perspective, people are more willing to share personal information such as their birthdate when they understand the value they will receive in return. This may include benefits like personalized recommendations, invitations to relevant events, exclusive offers on special dates such as birthdays, or content that aligns with their career stage (Experian, 2024). Being transparent about how this information will be used and communicating these benefits significantly increases customer trust and willingness to provide such data.

By adding a birthdate field and explaining how this information enhances the user experience, such as through birthday greetings, tailored event invitations, or spotlight features for speakers at similar stages in their careers. Innovation Women can create more meaningful engagement while building effective audience segments for future outreach.



Step 4: Feedback & Engagement Loops

- **LinkedIn Integration:** Simplify registration by using LinkedIn's API for auto-filled fields, increasing onboarding speed and reducing drop-off.

Integrating LinkedIn for profile completion is a proven strategy to reduce user friction and improve engagement on professional platforms. Research shows that **up to 75% of users prefer autofill options when creating or completing online profiles**, especially when these options are connected to trusted sources like LinkedIn (Salesforce, 2024). By allowing users to import their professional details directly through LinkedIn, platforms can significantly decrease the time and effort required for profile setup, which is one of the main reasons users abandon onboarding processes.

According to LinkedIn's developer insights (2024), companies that implement LinkedIn autofill or sign-in features report **up to 30% higher profile completion rates** and faster onboarding times. This integration not only makes the process easier for the user but also helps ensure higher data quality and consistency across profiles. Additionally, users are more likely to trust platforms that offer secure and familiar connection methods like LinkedIn, which supports both convenience and credibility (McKinsey & Company, 2024).

By analyzing the relationship between incomplete speaker profiles and LinkedIn activity, Innovation Women can validate the potential impact of this integration. Implementing LinkedIn autofill could streamline the experience, reduce drop-off during onboarding, and encourage more users to fully showcase their expertise.

- **Speaker Fit Score:** Leverage historical data to rank speakers by event compatibility and provide personalized feedback to help speakers refine pitches.

Building a scoring model to recommend better speaker and event matches can significantly improve engagement and success rates across platforms. Research shows that personalized recommendations based on user profiles and past behavior can **increase engagement by up to 80%** and improve conversion rates by **up to 60%** in B2B environments (McKinsey & Company, 2024). In the context of speaker-event matching, using factors such as event industry focus, speaker tags, and historical performance helps ensure that the right speakers are being connected to the right opportunities.

Speakers are more likely to participate when they feel that the event aligns with their expertise, and event organizers are more likely to select speakers when they receive tailored suggestions that fit their audience's needs. Recommendation models built on structured data like speaker profiles and activity feedback have been shown to **reduce time spent on manual matching by up to 40%** while also increasing satisfaction on both sides of the platform (Salesforce, 2024).

By developing a fit score that considers event type, speaker specialties, and previous engagement metrics, Innovation Women can strengthen the quality of speaker-event connections, improve participation rates, and enhance the overall value delivered to both speakers and event planners.



- **Search Completion Nudges:** Detect and follow up on abandoned searches using behavioral triggers and small incentives to re-engage users and reduce funnel leakage.

Encouraging users to complete unfinished actions, such as abandoned searches or partial submissions, is a proven strategy to recover engagement and boost conversions. Research shows that abandoned action follow-ups, including search nudges and reminders, can **increase completion rates by up to 35%** when timely and personalized prompts are used (Baymard Institute, 2024). In the context of membership platforms, even simple follow-up messages or incentives can re-engage users who showed initial intent but did not finish the process.

Adding incentives like content suggestions, event recommendations, or limited-time offers tied to the user's abandoned action has been shown to **improve re-engagement rates by 25 to 40%**, depending on how relevant and timely the message is (Salesforce, 2024). Platforms that actively identify and address these drop-off points through well-timed nudges report higher user satisfaction and lower churn, as the experience feels more supportive and personalized rather than transactional (McKinsey & Company, 2024).

By tracking abandoned searches and partial submissions, Innovation Women can create meaningful touchpoints that encourage users to complete their actions, increasing both engagement and platform value.



- **Speaker Reviews and Public Profiles:** Improve speaker profile transparency by adding a summary of reviews (e.g., 1–5 stars, number of reviews) visible to both event organizers and site visitors. These reviews should come from both event managers and the audience, mirroring models like Uber or Amazon for referable, high-trust feedback.

Adding transparent speaker reviews from event managers and audiences is a powerful way to strengthen trust across the Innovation Women platform. Research shows that **platforms using structured feedback systems, like ratings and reviews, see up to 270% higher engagement**, as users feel more confident connecting with experienced and reliable participants (Spiegel Research Center, 2024). In this case, providing event managers with the ability to rate and review the speakers they have worked with allows future organizers to easily identify strong, credible candidates for their events.

This type of visible feedback also motivates speakers to actively maintain the quality of their engagements, knowing that their performance contributes to their reputation on the platform. Successful models like Uber and Airbnb have shown that peer-to-peer reviews foster accountability and help build high-trust communities, where participants feel more secure about their choices.

According to Nielsen (2024), **82% of people trust ratings and reviews as much as personal recommendations**, especially when the feedback comes from verified experiences. By allowing event managers and audiences to share their impression, through a simple 1 to 5 star system combined with short comments, Innovation Women can create a transparent, reliable space where both speakers and event organizers benefit from greater clarity and trust in the selection process.

V. Implementation Plan

Quick Wins: UX & Content-Led Enhancements

(Minimal development, text content already exists, mostly front-end or analytics updates)

➤ Success Story Visibility

(Step 1: Awareness & Exploration)

Involves populating and displaying sentiment-rich speaker stories on the homepage using existing webinar or profile content. Requires front-end rendering and light content tagging.

➤ Web Hierarchy Reorganization

(Step 1: Awareness & Exploration)

Can be guided by existing Google Analytics data; involves adjusting menus, category sorting, and testing via A/B tools, mostly front-end.

➤ Visual Tier Differentiation

(Step 1: Awareness & Exploration)

Requires improved UI elements (e.g., color, icons, layout) to clarify value differences between membership plans. Low-code change with strong visual impact.

➤ Payment Simplification

(Step 2: Sign-Up & Integration)

Reversing the order of payment and onboarding is a UX update within the payment flow, light backend logic adjustment with existing Stripe setup.

➤ Age Data Collection

(Step 3: Enrichment & Personalization)

Add an optional field in the profile form (e.g., birthday). Requires database field addition and light front-end work; useful for segmentation later.

➤ Service Cross-Promotion

(Step 2: Sign-Up & Integration)

Based on shared user data between platforms. Requires linking referral paths or injecting suggestions via onboarding prompts, mostly front-end logic.

Strategic Builds: API, Logic & Personalization

(Requires backend logic, user-specific scoring, or external integration)

➤ LinkedIn Integration

(Step 3: Enrichment & Personalization)

Requires OAuth setup, use of LinkedIn API to fetch user data (with consent), and population of speaker profiles. Moderate integration effort with user authentication handling.

➤ Speaker Fit Score

(Step 4: Feedback & Engagement Loops)

Requires designing a matching algorithm based on speaker tags, industry, and past booking data. Involves data modeling and a recommendation engine.

➤ Search Completion Nudges (Step 4: Feedback & Engagement Loops)

Depends on logging partial user activity (e.g., abandoned searches), then triggering personalized reminders. Needs event tracking and backend automation.

➤ Speaker Reviews and Public Profiles (Step 4: Feedback & Engagement Loops)

Requires adding a review model with role-based visibility (organizers + audience), user input forms, and speaker profile UI changes to display ratings. Similar to e-commerce review structures.

VI. Expected Impact & Success Metrics



Active User Base (30-Day)

Measures the number of unique speakers and event organizers actively engaging with the platform over the past month, crucial for maintaining two-sided marketplace balance.
(Makkonen, 2024)



Conversion Rate (Signup-to-Payment)

Tracks the percentage of users who move from free account registration to becoming paying members, reflecting the effectiveness of the onboarding and pricing experience.
(Chen, 2017)



Churn Rate

Represents the percentage of paying members who cancel or fail to renew, helping to diagnose pricing or engagement issues.
(Jordan et al., 2020)



Feature Utilization Rate

Assesses the proportion of users engaging with key platform features, such as speaker tagging, event matching, or review submission, to ensure product value is realized.
(Miller, 1956; Chen, 2017)



Profile Completion Rate

Measures how many users complete key profile sections (bio, tags, experience), which is critical for discoverability and successful speaker-event matches.
(Makkonen, 2024)

Retention Rate (90-Day)

Captures the percentage of users who remain active or return within 90 days, indicating platform stickiness and sustained perceived value.
(Jordan et al., 2020)

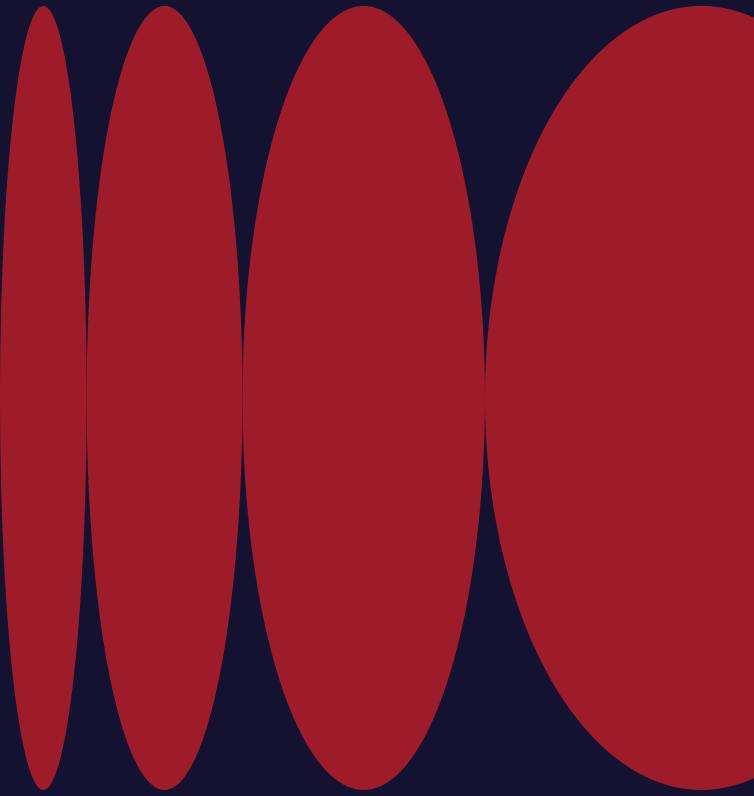
Match Rate

Tracks the percentage of events that result in a confirmed speaker booking, reflecting both speaker relevance and marketplace efficiency.
(Jordan et al., 2020)

Net Promoter Score (NPS)

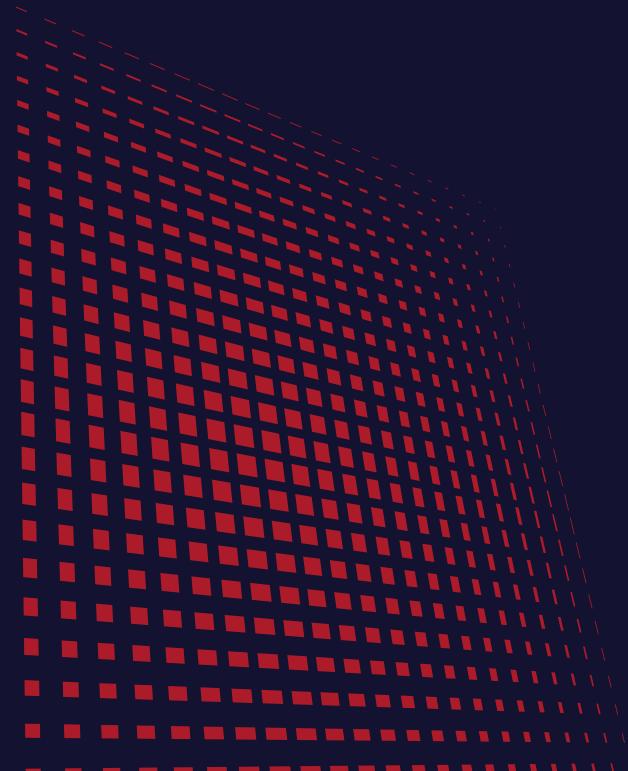
Measures user loyalty by asking how likely speakers or organizers are to recommend the platform, serving as a proxy for overall satisfaction and brand advocacy.
(Reichheld, 2003)

Speaker Journey Step	KPIs	Why These Metrics Fit This Step
Step 1: Awareness & Exploration	Active User Base (30-Day)	Measures platform appeal and onboarding effectiveness for first-time visitors. A healthy top-funnel drives growth.
Step 2: Sign-Up & Integration	Conversion Rate (Signup-to-payment) Churn Rate Feature Utilization Rate	Tracks commitment level post-sign-up and adoption of core services, especially under different pricing or access models.
Step 3: Enrichment & Personalization	Profile Completion Rate Retention Rate (90-Day)	Reflects data quality and the ability to personalize experience and keep users engaged after initial sign-up.
Step 4: Feedback & Engagement Loops	Match Rate Net Promoter Score (NPS)	Assesses the quality and success of speaker-event pairings and overall user satisfaction, enabling advocacy and loyalty.



Thank you!

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Appendix

Table 1
Landing Page Observations from Google Analytics

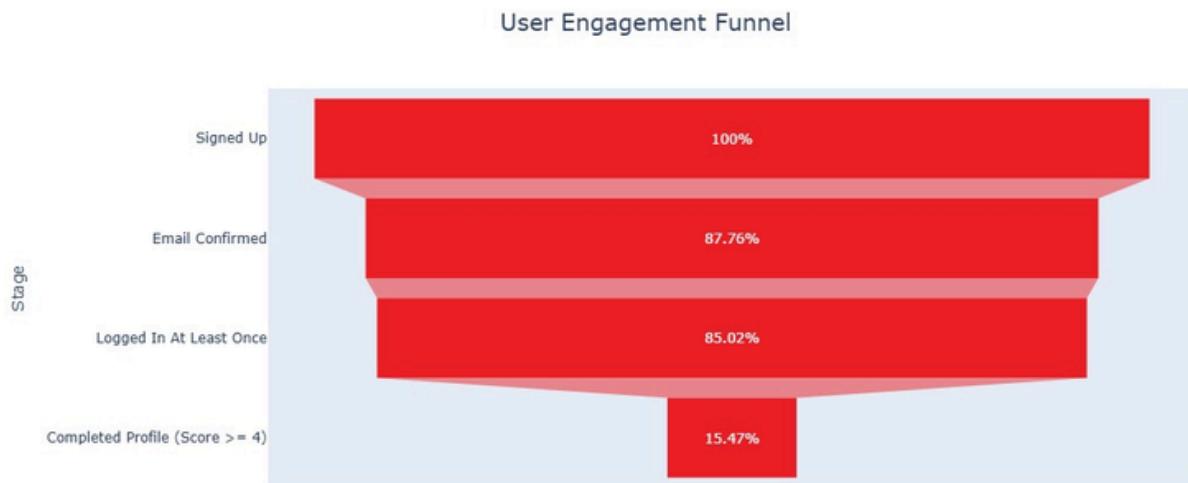
Landing Page	Session s	Avg. Engagement Time	Key Event Rate	Insights
/users/sign_up	26,278	56s	9.68%	<i>Low engagement + low conversion despite being a high-intent page.</i>
/become-a-speaker	2,158	1m 02s	6.81%	<i>Low volume & weak key event rate → this is your conversion pitch page.</i>
/join	4,092	50s	6.43%	<i>Also low performing; poor engagement for a CTA-focused page.</i>
/newsletter	1,948	11s	0.62%	<i>Likely misleading entry; needs UX fix or better targeting.</i>
/(Homepage)	7,966	1m 58s	17.24%	<i>Performs well for a general entry page.</i>

Appendix

Figure 1: Profile Completeness Distribution



Figure 2: Funnel Chart to Show drop off



Appendix

Figure 3: Google Analytics for (not set) Observation

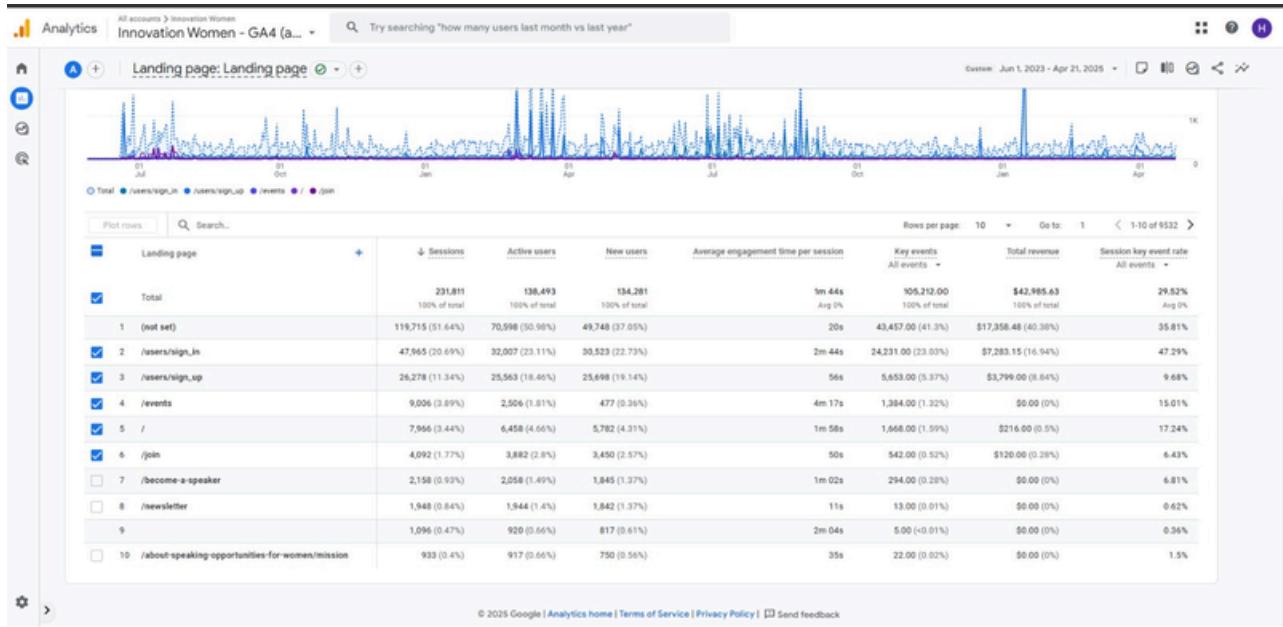


Table 2: Issue Identified from Google Analytics

Ran k	Channel	Landing Page	Session s	% of Total	Avg. Engagement	Key Takeaways
1	Direct	(not set)	2,039	24.20%	13s	Likely caused by bookmarks or broken redirects. Very low engagement.
2	Organic Search	(not set)	1,744	20.70%	22s	Potential issue with search result links missing page tags.
6	Referral	(not set)	429	5.10%	17s	Suggests 3rd-party links may strip query

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						strings or load slow.
7	Paid Search	(not set)	352	4.20%	24s	If paid traffic lands on (not set), UTM tracking might be broken.
8	Organic Social	(not set)	136	1.60%	16s	Social apps like Messenger or Instagram might be masking landing pages.

Table 3: Google Analytics analysis of User drop off

Step	Page	Active Users	Drop-off (from previous)	Avg. Engagement Time
1. Sign-Up	/users/sign_up	30,592	—	12s
2. Email Confirmation (Step 1)	/users/confirmation/new	1,526	↓ 95.0%	5s
3. Email Confirmation (Step 2)	/users/confirmation	1,075	↓ 29.5%	4s
4. Speaker Profile (Payment)	/speaker_profiles/new	710	↓ 34.0%	54s

Figure 4: Screenshot of R Code

The screenshot shows an RStudio interface with the following details:

- File Menu:** File, Edit, Code, View, Plots, Session, Build, Debug, Profile, Tools, Help.
- Code Editor:** Contains R code for data analysis, including loading libraries, reading CSV files, extracting event descriptions, combining datasets, and printing top matches.
- Environment View:** Shows global variables and objects such as `all_docs`, `dtm`, `event_doc`, `events`, `gamma`, `latest_event`, `lda_model`, and `speaker_docs`.
- Console View:** Displays the output of the R code, including numerical results and printed summaries.
- Plots:** No plots are visible in the screenshot.
- Session View:** Shows the current session environment.
- Help and References:** No help or references are visible.

```

BC - III - RStudio
File Edit Code View Plots Session Build Debug Profile Tools Help
o - O Go To Go To Function Addins
o Top 5 speakers based on Latest Event ID
  events latest_event event_doc Choosing best K for LDA.R speaker_matrix top_30
1 # Load required libraries
2 library(tidytext)
3 library(dplyr)
4 library(tidypr)
5 library(topicmodels)
6 library(tm)
7 library(proxy)
8 library(readr)
9
10 # Step 1: Load the datasets
11 events <- read_csv("Data/Events.csv")
12 speakers <- read_csv("Data/Speaker_Profiles.csv")
13
14 # Step 2: Extract the latest event description
15 latest_event <- events %>%
16   filter(!is.na(description)) %>%
17   arrange(desc(`Created at`)) %>%
18   slice(1)
19
20 # Step 3: Combine event description with speaker summaries
21 event_doc <- data.frame(id = "New_Event", text = latest_event$description)
22 speaker_docs <- speakers %>%
23   filter(!is.na(summary)) %>%
24   mutate(id = as.character(user_id), text = summary) %>%
25   (rowwise) %>%
26   summarize_all(funs(as.character))
27
28 > speakers <- speakers %>% mutate(user_id = as.character(user_id))
29 > top_matches <- top_3 %>%
30   left_join(speakers, by = c("document" = "user_id")) %>%
31   select(-document, similarity, summary) %>%
32   mutate(similarity = format(as.numeric(similarity), digits = 10))
33
34 > print(top_matches)
35 #> #> #> #>
36 user_id similarity summary
37 <#> <#> <#> <#>
38 12071 0.9999101091 "Cristie Jabbah is the Co-Founder of the global movement, Certified Flourishing Coach where she is C...
39 12012 0.9999301039 "Lissa's speaking and leadership isn't theoretical-- it comes from experience as a repeat software...
40 18139 0.9999292359 "Bringing over 25 years of experience as a CEO, consultant, leadership coach, speaker, and author, ...
41 0474 0.9999101048 "Eman Washington is a lawyer, a sought-after keynote speaker and international consult...

```

Appendix

Steps for LinkedIn Integration:

Step 1: Register Your App on LinkedIn

Go to LinkedIn Developer Portal

Click "Create App"

Fill in app details → You'll get:

Client ID

Client Secret

Add a redirect URI (e.g., <https://innovationwomen.com/linkedin/callback>)

Step 2: Implement OAuth 2.0 Flow

Redirect the user to LinkedIn's authorization URL:

https://www.linkedin.com/oauth/v2/authorization?response_type=code&client_id=YOUR_CLIENT_ID&redirect_uri=YOUR_CALLBACK_URL&scope=r_liteprofile%20r_emailaddress

User logs in and authorizes → LinkedIn redirects to your site with ?code=AUTHORIZATION_CODE

Step 3: Exchange Code for Access Token

Send a POST request to LinkedIn:

POST <https://www.linkedin.com/oauth/v2/accessToken>

Headers:

Content-Type: application/x-www-form-urlencoded

Body:

grant_type=authorization_code
code=AUTHORIZATION_CODE
redirect_uri=YOUR_CALLBACK_URL
client_id=YOUR_CLIENT_ID
client_secret=YOUR_CLIENT_SECRET

Response contains access_token

Step 4: Fetch User Profile Data

Use the access token to make a GET request:

GET <https://api.linkedin.com/v2/me>

Headers:

Authorization: Bearer ACCESS_TOKEN

For email:

GET [https://api.linkedin.com/v2/emailAddress?q=members&projection=\(elements*\(handle~\)\)](https://api.linkedin.com/v2/emailAddress?q=members&projection=(elements*(handle~)))

You can request:

Full name

Profile picture

Headline

Industry

Location

Email address

Step 5: Pre-fill Your Sign-Up Form

Use the fetched JSON data to autofill your sign-up form fields in real time using JavaScript or server-side logic.

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