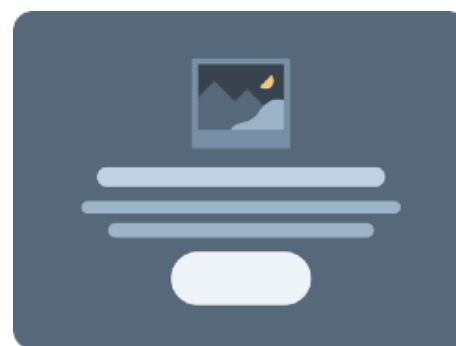


Summary

Problem **Lack of guidance & belonging**

Solution **Helping new users leverage LinkedIn by establishing behavior patterns and demonstrating the platform's value.**



Contextual card

+



Coachmark

+



Completion prompt

Impacts to new users

+1.95%

Weekly retention

+3.12%

Profile views

+2.63%

Profile action