



PAUSE EXPERIMENT

Ask the students when they would like to return.



Sketch

Currently: We send an email at 21, 60, and 90 days. We get the most return rate with the 21 days email and very little after that.

Try this Intervals:

- Ask upon exit if 1, 2, or 3 weeks is best. Respect that decision.
 - 1 week: Ask me again in 1 week or 2 weeks.
 - Send at 2 weeks if no answer.
 - Send 3 weeks. (current 21 days email)

7 and 14 day emails

"You asked us to..." copy goes into existing Pause emails.

"Give me another week" makes Treehouse feels responsive and the student take responsibility for their choices. Hit button > Get some sort of confirmation > Reflect choice in next email.

Success criteria: More users come back when they are emailed earlier after pausing. More users come back if they are proactive about owning their choices (e.g. ones that hit the Give me another week button even though they could ignore the email).

