

## Analytics - Post Feature Analysis

### Post Feature Release Summary

- This page is the **single source of truth** for all **results for feature releases**
- It captures sprint releases, SNOW tickets and feature scale
- For each feature:
  - **Objective** → why the feature was built
  - **Target KPI** → what metric we want to improve
  - **Early Signals** → first 7D observations
  - **Results** → insights, status, and next review date

Link to release calendar: [Pampers Rewards Release Calendar – Track Deployments, Tasks & Timelines](#)

**i** Quick link to:

- [JAS 25 Summary](#)
- [OND 25 Summary](#)

### OND 25 SUMMARY

<u>Features Released</u>	<u>Positive Impact</u>	<u>No Change / Negative Impact</u>	<u>User Feedback Needed</u>	<u>Still Monitoring</u>
2	0	0	0	2

Positive Impact	No Change / Negative Impact	User feedback needed	Still Monitoring
			<p>Released Oct-25:</p> <ul style="list-style-type: none"><li>• DE Preemies Donations -</li></ul>

			currently at 0-10% bar with an increase in PP scans by ix 103 WoW
			<ul style="list-style-type: none"> <li>• Native Email Opt-In on JP GB FR PT - TBC</li> </ul>

## Released in October 2025

Feature	Objective	Early Signals	Results
<b>Name:</b> DE Premiees donation <b>Release Date:</b> 1 Oct 2025 <b>Release Type:</b> Feature Release	<b>Objective:</b> <ul style="list-style-type: none"> <li>To increase number of PP scans by offering a donation for each scan towards premiees babies</li> </ul> <b>Target KPI:</b> <ul style="list-style-type: none"> <li>increase numbers of PP scans</li> </ul>	<p>We see an increase in users scanning PP diapers WoW</p> <ul style="list-style-type: none"> <li>ix 103 in PP scans pre and post release (7D)</li> <li>10% donations in 8 days (79K scans)</li> </ul> <p>✓ Query to pull daily % of donations</p> <pre> 1 WITH   daily_counts AS   ( 2   SELECT 3     DATE(timestamp)       AS day, 18 4 5   cast(JSON_EXTRACT_SCALAR(traits,       '\$.percentage_premies') AS       int64) AS trait, 6     COUNT(*) AS       trait_count 7   FROM `dbce-c360-119lake-prod-36f0.f_pampers_hub.v_rew_mobile_identify_fct` 8   WHERE       date(timestamp)       &gt;= '2025-10-01'     </pre>	<p>14 Oct 2025</p> <ul style="list-style-type: none"> <li>ix 95 on PP scans pre and post release</li> <li>18% donations in 14 days (142K scans)</li> </ul>

```

8 and country_code
= 'de'
9 and
cast(JSON_EXTRAC
T_SCALAR(traits,
'$.percentage_pr
eemies') as
int64) is not
null
10 GROUP BY day,
trait
),
12 ranked AS (
13 SELECT
14 day,
15 trait,
16 trait_count,
17 ROW_NUMBER()
OVER (PARTITION
BY day ORDER BY
trait_count
DESC, trait) AS
rn
18 FROM
daily_counts
19 )
20 SELECT
21 day,
22 trait AS
most_common_trai
t,
23 trait_count
24 FROM ranked
25 WHERE rn = 1
26 ORDER BY day;

```

<b>Name:</b> Native Email Opt-In on JP GB FR PT <b>Release Date:</b> 14 Oct 2025 <b>Release Type:</b> Feature release <b>Link to dashboard:</b> <a href="#">X</a> <a href="#">Request Access</a> s - Mixpanel	<b>Objective:</b> <ul style="list-style-type: none"> <li>To improve UX and increase the share of users opting in for email communication by reinstating the email opt-in as a native feature within the app.</li> </ul> <b>Target KPI:</b> <ul style="list-style-type: none"> <li>Email Opt-in</li> </ul>	<ul style="list-style-type: none"> <li><b>FR,JP:</b> Opt-in rate varies in post migration (72%) vs pre migration (80%) in FR and post migration (57%) vs pre migration (63%) in JP. Varies due to low volumes, no technical issue</li> <li><b>GB, PT:</b> Opt-in rate very similar in post migration (71%) vs pre migration (71%) in GB and post</li> </ul>
--	---	---

		<p>migration (85%) vs pre migration (87%) in PT.</p> <ul style="list-style-type: none"> <li><b>Overall Drop Off from Opted In:</b> Pre (7%), Post (22.72%) → Major drop off in FR GB PT markets in post, JP remains stable in post when compared to pre date range</li> <li><b>Overall Drop Off from Did Not Opted In:</b> Pre (4.15%), Post (20.6%) → Major drop off in FR GB PT markets in post, JP remains stable in post when compared to pre date range</li> </ul>
--	--	---

## JAS 25 SUMMARY

<u>Features Released</u>	<u>Positive Impact</u>	<u>No Change / Negative Impact</u>	<u>User Feedback Needed</u>	<u>Still Monitoring</u>
22	4	7	5	6

Positive Impact	No Change / Negative Impact	User feedback needed	Still Monitoring
-----------------	-----------------------------	----------------------	------------------

Jul-25	Jul-25	Jul-25	Released end Sep-25:
<ul style="list-style-type: none"> <li><b>My Baby Section feature scale</b> released improved MPF adoption for JP with 30% more MPF taken than before and CA with double the number of users taking MPF (note that IN showed no significant change).</li> <li><b>US De-activating Onboarding Survey</b> improved install to SI by 5pp.</li> <li><b>UK reward tracker item change</b> Popular reward item was OOS within first 2 weeks. However this needs to be re-stocked. Reward item: £5 off nappies and nappy pants as a paper coupon. Note that Wipes coupon had little engagement in comparison.</li> </ul>	<ul style="list-style-type: none"> <li><b>US 10th scan card animation</b> show no change in retention (%10 scans in 90D) → initial increase from Mid May, before this change</li> <li><b>US Commerce Integration</b> had 7% users interacting within this (1pp) higher than redirecting to pampers website)</li> </ul>	<ul style="list-style-type: none"> <li><b>US Pre-selector image change - FTS success rate</b> same as pre change → consistently around 87 to 89%. <b>Need user feedback to understand if this page is confusing for FTS action</b></li> </ul> <p><b>Aug-25</b></p> <ul style="list-style-type: none"> <li><b>ES/PT delivery address change</b> <small>CURRENT ON-GOING ISSUE</small></li> <li><b>Greyed out coupons</b> saw 10% interaction after 1 month (reco to push to remind users to interact)</li> </ul> <p><b>Sep-25</b></p> <ul style="list-style-type: none"> <li><b>Onboarding SKIP button</b> - no difference between users skipping and not skipping on install to SI rates, but we do see 65% users skipping during onboarding</li> </ul>	<ul style="list-style-type: none"> <li><b>App Buffering V2 - TBC</b> <b>Long term Monitoring required:</b></li> <li><b>DE, UK, AT, FR, IN - change content for earning mechanism</b> - still monitoring for longterm impacts</li> <li><b>OOS Management with distribution id</b> - waiting for an item to be OOS to see if feature worked.</li> <li><b>Balance header visibility AB test</b> - too soon to conclude as need longer term analysis. Currently same average scans per user (3.1 control group Vs 3.0 targeted)</li> <li><b>MPF Hot Zone</b> - Needs longer period to evaluate retake rates pre Vs post. Note that current retake rate in 30D is 15%, 60D is 40%.</li> </ul>
Sep-25			
<ul style="list-style-type: none"> <li><b>Available Vs Claimed Rewards Tab</b> - re-directing users to my rewards page better than</li> </ul>			

<p>before (33% vs 21%). Improved access to coupon codes from 58% to 73% of those looking for it.</p>	<ul style="list-style-type: none"> <li><b>Password change in profile page</b> - No significant change in user interaction (pre Vs Post) - 0.04% DAUs interact. Recommend in-app flow from email to OKTA password change to improve user stickiness to app.</li> <li><b>Landscape Orientation</b> - 18% of users have tried landscape mode. No change in 83% scan success rate, however only 3% of scan attempts used this.</li> </ul>	<p><b>change - no</b> change in FTS scan success rate (92%). Change image has no impact in behaviour but keeps app consistent with market packs. <b>Need user feedback to understand if this is helpful to understand where the code is</b></p> <p><b>Camera Enhancements</b> - Very little engagement with this feature (accounts towards 3% of scan attempts). Therefore scan success rate still at 83%. <b>Need user feedback to understand if this is useful when making a scan.</b></p>	
--	---	--	--

## Released in September 2025

Feature	Objective	Early Signals	Results
Name: Landscape Orientation	<b>Objective:</b> <ul style="list-style-type: none"> <li>Support app running in landscape mode</li> </ul>	<ul style="list-style-type: none"> <li>14% of users have used landscape version within the first few days of release</li> </ul>	There has been no changes towards our KPIs due to low

<p><b>Release Date:</b> US 13 Sept 2025</p> <p><b>Release Type:</b> Sprint Release</p> <p><b>Link to dashboard:</b> </p> <p><a href="#">Request Access</a></p> <p>s - Mixpanel</p>	<p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>Scan Success</li> </ul>	<ul style="list-style-type: none"> <li>78% scan success rate with landscape (compared to 84% portrait). Note that it's small volume of users scanning in landscape mode.</li> <li>Screens where landscape highest → </li> </ul>	<p>engagement with users rotating their devices.</p> <ul style="list-style-type: none"> <li>Scan Success Rate remains at 83% pre and post release <ul style="list-style-type: none"> <li>Only 3% of daily scan attempts use landscape mode. Surprisingly only 2% of alphanumeric scans are on landscape mode</li> </ul> </li> <li>10% of DAUs rotate their device landscape → little interaction</li> <li>Top screen as the same as early signals with home as the top screen users rotate their phones on.</li> </ul>
<p><b>Name:</b> Available Vs Claimed Rewards Tab</p> <p><b>Release Date:</b> US 13 Sept 2025</p> <p><b>Release Type:</b> Sprint Release</p> <p><b>Link to dashboard:</b> </p> <p><a href="#">Request Access</a></p> <p>s - Mixpanel</p> 	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>Convert rewards section to two tabs for easier access to claimed (aka redeemed) rewards</li> </ul> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>% of users accessing my rewards via catalog tab</li> <li>Number of Clicks on the Claim Tab</li> </ul>	<ul style="list-style-type: none"> <li>33% Users who have redeemed a coupon have clicked to view the claimed tab compared to 21% of users before → redirecting users to their coupon better </li> </ul>	<p>Significant change towards users accessing "my rewards" section - ix 165 (20% vs 33%)</p> <p>73% of those to viewed my rewards are looking at their coupon code redeemed, compared to 58% before. This shows we have enabled users to get to their coupon quicker.</p>

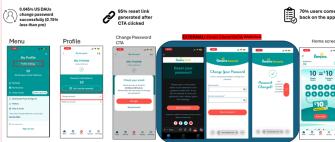
<p><b>Name:</b> Camera Enhancements (luminosity and flash)</p> <p><b>Release Date:</b> US: 13 Sept 2025 EU: 19 Sept 2025</p> <p><b>Release Type:</b> Sprint Release</p> <p><b>Link to dashboard:</b> <a href="#">X</a></p> <p><a href="#">Request Access</a></p> <p>s - Mixpanel</p> 	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>Improve image capture by adding flash and luminosity functionality</li> </ul> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>Scan Success Rate</li> </ul>	<ul style="list-style-type: none"> <li>No significant change in scan success </li> <li>Not high interaction with the new features - Only 3% of scan attempts have used either flash or luminosity functionality </li> </ul>	<p>No Change in scan success rate (still at 83%) due to little engagement with the features.</p> <p>Note that this did improve camera scans by 3pp, however since in US market 90% of scans are QR and this did not move the needle for them</p> <div style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <p> <b>Reco:</b> Educate users that we have options to enhance their image capturing to see if increase engagement could improve this KPI</p> </div>
<p><b>Name:</b> A/B Test Balance Header</p> <p><b>Release Date:</b> 18 Sept 2025</p> <p><b>Release Type:</b> Sprint Release</p> <p><b>Link to dashboard:</b> <a href="#">X</a></p> <p><a href="#">Request Access</a></p> <p>s - Mixpanel</p> 	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>Test if minimal visibility of balance header impacts motivation to scan and reduces confusion</li> </ul> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>% FTS to 10 scans in 90D</li> </ul>	<p>No significant changes in the first 10 days of release.</p> <ul style="list-style-type: none"> <li>Avg scans per user is the same (Control: 3.1 Vs Target: 3.0) </li> </ul> <p>Too soon to conclude on early signals so need more time to pass and relook at results.</p>	<p>We ran the test for 5 weeks and concluded below:</p> <ol style="list-style-type: none"> <li>No change in average scans made (3.8 scans)</li> <li>Users converting to their next scan did not significantly change i.e. 2nd to 3rd scan was the same with 79%</li> <li>There were enough users in the targeted</li> </ol>

			<p>group to compare: 3K Vs 33K</p> <p><b>✓ Reco:</b></p> <ol style="list-style-type: none"> <li>1. Check with GCR or customer feedback to see if this made a difference in impressions of earning</li> <li>2. Either leave or remove balance header as this did not impact New users joining the program and scan faster</li> </ol>
--	--	--	---

<b>Name:</b> MPF Hot Zone <b>Release Date:</b> US 13 Sept 2025 <b>Release Type:</b> Sprint Release <b>Link to dashboard:</b> <a href="#">MPF Hot Zones - Pampers 1:1 PROD / Mixpanel</a>	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>Prompt consumers to retake the survey at each size recommendation to ensure accuracy with baby's growth.</li> </ul> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>Users retaking MPF after viewing Hot Zone</li> <li>Users opting in for push notifications</li> </ul> <p><b>💡 Retake date is dependent on size of the reco</b></p>	<p>No significant change in MPF retakes, still early to conclude.</p> <ul style="list-style-type: none"> <li>35% of users who see diaper fit check reminder take MPF survey</li> <li>5% of users viewing MPF Hotzone opt for push notifications</li> </ul>	<p>Too soon to review significant changes on retake due to reco time taken to retake MPF</p> <ul style="list-style-type: none"> <li>Of the users who are due (stage 4), 50% will retake MPF</li> <li>Little interest in notification reminders hence no campaign needed → 5% of 33K MBS viewers</li> <li>40% of revisits to MBS after taking MPF which is similar behaviour to before →</li> </ul>
---	--	--	--

	<p>e.g. size 0 = 14D, size 1 = 28D, size 2 = 14D, size 3 = 9M, etc. You can find a table here:</p> <p><a href="#">MPF Enhancements</a></p>		<p>No change in engagement </p> <p> <b>Reco:</b> Consider changing the retake days to a fixed values of every 30/60 days. This will help improve the model for prediction.</p> <p>Market to users that they should keep checking to get the best product available for your baby</p>
<b>Name:</b> App Buffering Enhancement <b>Release Date:</b> US 13 Sept 2025 <b>Release Type:</b> Sprint Release <b>Link to dashboard:</b>	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>Reduce App buffering instances and time on App for better user experience</li> </ul> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>Avg App Buffering instances/user</li> </ul>	<p>No change in average app buffering triggers per user - still 4 times a day</p> <p>App Buffering occurs less with Android users (83%) Vs iOS users (94%)</p> <p>Earlier it was similar for both (~85% users)</p>	<p> <b>Still Monitoring</b></p> <p>To be reviewed on 17 Oct 2025</p>
<b>Name:</b> Add SKIP button to onboarding screen <b>Release Date:</b> US 15 Sept 2025	<p><b>Objective:</b></p> <p>Add skip button on the animation onboarding screens to allow users to transition immediately to the next onboarding screen without any delay.</p>	<ul style="list-style-type: none"> <li>No Significant change in Install to SI between users who Clicked to SKIP Vs those who did not SKIP: <a href="#">Request Access - Mixpanel</a></li> <li>Install to SI is 74% for Skippers and 77% for</li> </ul>	<p>No Change in Core KPI when the feature was released.</p> <ul style="list-style-type: none"> <li>We saw an increase install to SI 3 days before release → This was due to the removal of Paid Media</li> </ul>

<p><b>Release Type:</b> Sprint Release</p> <p><b>Link to dashboard:</b>  <a href="#">Request Access</a></p> <p><a href="#">s - Mixpanel</a></p>	<p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>• % of users clicking on 'Skip'</li> <li>• Install to SI</li> </ul>	<p>non skippers</p> <ul style="list-style-type: none"> <li>• Time to convert of Skippers is 18 minutes and for non skippers is 20 minutes</li> </ul>	<p>on 12th September, not this feature</p> <ul style="list-style-type: none"> <li>• Nearly two-thirds of new joiners SKIP the animation (65%), indicating impatience of users during onboarding</li> </ul>
<p><b>Name:</b> New Event for 2FA Sent BE for App / Measure how many codes are sent to Braze from the back-end</p> <p><b>Release Date:</b></p> <ul style="list-style-type: none"> <li>• US 10 Sept 2025</li> <li>• Global 29 Sept 2025</li> </ul> <p><b>Release Type:</b> Sprint Release</p> <p><b>Link to dashboard:</b>  </p>	<p><b>Objective:</b> Enable visibility if the code from BE is being sent to braze</p> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>• % Exposed to BE code sent</li> <li>• % BE code sent to braze email sent</li> </ul>	<ul style="list-style-type: none"> <li>• US market: 98.6% users triggering 2FA exposed are triggering "Backend 2FA Code Sent" event <ul style="list-style-type: none"> <li>◦ Of those, 98% subsequently trigger the "Braze Email Sent" event, confirming strong delivery follow-through</li> </ul> </li> </ul>	<p> <b>Still Monitoring</b> To be reviewed on <b>24 Oct 2025</b></p>

<a href="#">Request Access</a> <a href="#">- Mixpanel</a>			
<p><b>Name:</b> Ability for the user to change password with OKTA from their profile</p> <p><b>Release Date:</b> US 15 Sept 2025</p> <p><b>Release Type:</b> Sprint Release</p> <p><b>Link to dashboard:</b> <a href="#">R</a></p> <p><a href="#">Request Access</a>  <a href="#">- Mixpanel</a></p>	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>Enable users to update their password via profile rather than logging out</li> </ul> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>% Successful Password Change</li> </ul>	<ul style="list-style-type: none"> <li>No significant change visible due to initial volumes</li> <li>Waiting on more user volumes on the change password journey for feature analysis conclusion</li> </ul>	<p>Overall no significant change</p> <p>US Market:</p>  <p><b>Reco:</b></p> <ol style="list-style-type: none"> <li>Change CTA from "all right" to "go to mailbox" so that users are directed to complete their password change.</li> <li>Use in-app web view for password resets instead of opening device browser to improve user stickiness.</li> <li>Consider using in-app security methods (e.g., 2FA or biometrics) instead of email verification to keep users in-app while</li> </ol>

			changing their password.
<b>Name:</b> IN scan preselector <b>Release Date:</b> 29 Sept 2025 <b>Release Type:</b> Snow Ticket Release	<b>Objective:</b> <ul style="list-style-type: none"> <li>Updates in the old pack shots that are currently in the app replace them with new pack shots.</li> </ul> <b>Target KPI:</b> <ul style="list-style-type: none"> <li>FTS Scan Success</li> </ul>	<p>We don't see a change in scan success rate pre and post release - avg 92%</p> <ul style="list-style-type: none"> <li>QR we still see as stable success scan rate: 99% success rate</li> <li>Manual: 75%</li> </ul>	We only looked at short term impacts. Early Signals is enough to conclude on this release.

## Released in August 2025

	Feature	Objective	Early Signals	Results
1	<b>Name:</b> Update Homefeed Scanning Progress Display (10 instead of 9) <b>Release Date:</b> US 19 Aug 2025 <b>Release Type:</b> Sprint Release <b>Link to dashboard:</b> N/A	<b>Objective:</b> <ul style="list-style-type: none"> <li>Remove user confusion caused by showing only 9 stamps.</li> <li>Clearly display progress to 10 scans = \$10 reward.</li> </ul> <b>Target KPI:</b> <ul style="list-style-type: none"> <li>Increase % of users progressing from 9 → 10 scans.</li> </ul>	<ul style="list-style-type: none"> <li>Not seeing an increase from 9 → 10 since release</li> <li><u><a href="#">Do see increases since mid May → maybe due to CRM</a></u></li> </ul> 	<ul style="list-style-type: none"> <li>No significant change</li> </ul>
2	<b>Name:</b> Update of the US "Club Details V2" Page	<b>Objective:</b> <ul style="list-style-type: none"> <li>Refresh UI to align with new LTV format.</li> </ul>	<ul style="list-style-type: none"> <li>There are <b>no major changes in new users</b> viewing the</li> </ul>	<p><b>No significant impact overall</b></p> <ul style="list-style-type: none"> <li>No significant changes in views</li> </ul>

	<p><b>Release Date:</b> US 19 Aug 2025</p> <p><b>Release Type:</b> Sprint Release</p> <p><b>Link to Dashboard:</b> <a href="#">X</a> <a href="#">Request Access - Mixpanel</a></p> 	<ul style="list-style-type: none"> <li>Ensure easier configurability for future changes.</li> </ul> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>% of new users viewing Club Details page.</li> <li>Click-through rates on CTAs (Catalogue vs. Scan Now).</li> </ul>	<p>club details page (currently 8.2%)</p> <ul style="list-style-type: none"> <li>More users are clicking to view the catalogue than scan now CTA on this page (36% vs 29%)</li> </ul>	<p>of the club details page (7%-8%)</p> <ul style="list-style-type: none"> <li>25% of users will click on something meaningful (scan or redemption)           <ul style="list-style-type: none"> <li>Users are 2x more likely to click on catalogue CTA compared to scan CTA (44% Vs 26% of clicks)</li> </ul> </li> </ul>
3	<p><b>Name:</b> Redemption BIC experience → Greyed out Coupons (Used/Expired coupons)</p> <p><b>Release Date:</b> US 19 Aug 2025</p> <p><b>Release Type:</b> Sprint Release</p> <p><b>Link to Dashboard:</b> <a href="#">X</a> <a href="#">Request Access - Mixpanel</a></p> 	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>Enable “mark coupon as used” functionality to organise claimed rewards so it reduces user frustration to find unused coupons.</li> </ul> <p>Note that there is a pop-up feature which</p> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>% of coupon redeemers marking coupons as “used”</li> </ul>	<ul style="list-style-type: none"> <li><b>10% of coupon redeemers mark the coupon as “used” within the first 7D of redeeming</b></li> <li>Nearly 25% of users who engaged with the feature has marked more than 1 coupon (in first 7D of release)</li> </ul>	<p><b>No significant impact overall</b></p> <p>After 1 month we still see 10% of users marking coupon as used</p> <p><b>Recommend:</b></p> <ul style="list-style-type: none"> <li>Drive users to use 30D / 7D after points redemption via notification to ensure users are aware of this feature to help organise their active coupons</li> </ul>

4	<p><b>Name:</b> Physical Fulfilment Improvements - Phase 1 User confirmation on address details</p> <p><b>Release Date:</b> ES/PT 20 Aug 2025</p> <p><b>Release Type:</b> Sprint Release</p> <p><b>Link to Dashboard:</b></p> <ul style="list-style-type: none"> <li><a href="#">Request Access - Mixpane</a></li> <li><a href="#">[Blank]</a></li> <li><a href="#">[Blank]</a></li> </ul>	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>• Reduce invalid addresses submitted to fulfilment centers.</li> <li>• Improve successful physical reward delivery.</li> </ul> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>• % of users confirming address accuracy.</li> <li>• Reduction in invalid address rejections.</li> <li>• Reduction in GCR complaints regarding order not delivered</li> </ul>	<ul style="list-style-type: none"> <li>• 90% of users who went to update their address details have checked the box</li> <li>• It's taking users 10 seconds longer to save their address compared to before → not a major issue but something to note</li> <li>• The GCR complaints on average witness no significant change after UI revamp.</li> </ul> 	<p><b>P1 Issue</b> - addresses are not being updated and sent to the fulfilment centre correctly. Therefore no orders have been delivered for the past 30D</p>
5	<p><b>Name:</b> Out of Stock Management on distribution id</p> <p><b>Release Date:</b></p> <ul style="list-style-type: none"> <li>• NA 20 Aug 2025</li> <li>• EU 8 Sept 2025</li> </ul> <p><b>Release Type:</b> Sprint Release</p> <p><b>Link to Dashboard:</b></p>	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>• Prevent showing unavailable rewards when certain retailers are out of stock.</li> <li>• Improve redemption experience by keeping catalogue accurate.</li> </ul> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>• % of redemptions blocked by out-of-stock errors.</li> <li>• User satisfaction with catalogue accuracy.</li> </ul>	<ul style="list-style-type: none"> <li>• No early insights - waiting for a reward to be out of stock to see if this worked or not.</li> <li>• not received any complaints for out of stock rewards in first 7 days.</li> </ul>	<p>There are currently no rewards out of stock.</p> 

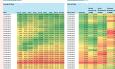
	N/A		
--	-----	--	--

## Released in July 2025

	Feature	Objective	Early Signals	Results
1	<b>Name:</b> Commerce Integration <b>Release Date:</b> US 30 Jul 2025 <b>Release Type:</b> Sprint Release <b>Link to Dashboard:</b> <a href="#">X</a> <a href="#">Request Access - Mixpanel</a>	<b>Objective:</b> <ul style="list-style-type: none"> <li>Enhance the in-app experience to commerce purchasing</li> </ul> <b>Target KPI:</b> <ul style="list-style-type: none"> <li>MPF to Scan 30D</li> <li>% users who take MPF</li> </ul>	<ul style="list-style-type: none"> <li>Early positive signals – Buy Now <b>clicks up +1pp (6% → 7.27%)</b>,</li> <li><b>Amazon</b> is the most chosen retailer (<b>41% users</b>)</li> <li>Commerce users are <b>6pp</b> more likely to retake MPF within 30D</li> <li><b>MPF to Scan30D</b> for users who click Buy Now Vs users who don't, <b>is quite similar</b>, still early to comment though.</li> </ul>	<p><b>Overall there is small interaction with this feature from users.</b></p> <p>Same trend as Early Signals</p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <span style="color: green;">✓</span> <b>Recommendation</b>            Reminder to users that they can purchase packs online after 7D of doing MPF         </div>
2	<b>Name:</b> CA, JP, IN My Baby Section Release <b>Release Date:</b> <ul style="list-style-type: none"> <li>CA 14 Jul 2025</li> <li>JP 17 Jul 2025</li> <li>IN 4 Aug 2025</li> </ul>	<b>Objective:</b> <ul style="list-style-type: none"> <li>Roll out My Baby Section to markets</li> </ul> <b>Target KPI:</b> <ul style="list-style-type: none"> <li>% Scanners ever taken MPF</li> <li>SI to MPF 7D</li> </ul>	The launch of the new section has clearly <b>improved MPF adoption across all three markets</b> , with stronger early engagement ( <b>SI to MPF 7D</b> ) and higher overall penetration. <ul style="list-style-type: none"> <li><b>JP:</b> SI → MPF 7D doubled (5.4% →</li> </ul>	<p><b>Significant increase in MPF adoption</b></p> <p>My Baby Section continues to play a key role in increasing MPF adoption across markets.</p> <p>Looking at MPF volumes:</p> <ul style="list-style-type: none"> <li>JP: 30% increase in no. of MPF recos</li> </ul>

	<b>Release Type:</b> Feature Scale Release	<p>11.9%),</p> <ul style="list-style-type: none"> <li>• <b>IN:</b> Strong lift - SI → MPF 7D (5% → 9.7%)</li> </ul> <p><i>The pre numbers above are average of P3M before MBS launch</i></p> <p>On comparing with US, we saw <b>10pp increase</b> in SI → MPF 7D after MBS launch (3.6 → 13%)</p>	(pre Vs Post) <ul style="list-style-type: none"> <li>• IN: No significant change in volumes</li> <li>• CA: double figures (1.3K per month to 2.8K)</li> </ul> <p>No changes in % scanners ever taken MPF MoM</p>
3	<b>Name:</b> US scan preselector image change  <b>Release Date:</b> 8 Jul 2025  <b>Release Type:</b> Snow Ticket Release	<b>Objective:</b> <ul style="list-style-type: none"> <li>We want to improve FTS by amending the UI for QR and Alphanumeric to look like more on the pack</li> </ul> <b>Target KPI:</b> <ul style="list-style-type: none"> <li>FTS success rate</li> </ul>	<ul style="list-style-type: none"> <li>No initial change</li> </ul> <ul style="list-style-type: none"> <li>FTS success rate same as pre change → consistently around 87 to 89%</li> </ul> <p><span style="background-color: #e0f2ff; padding: 2px;">✉ 2025-08 US - US s can preselector image change</span></p>
4	<b>Name:</b> Deactivate Onboarding Survey (US)  <b>Release Date:</b> 15 Jul 2025  <b>Release Type:</b> Snow Ticket Release  Link to chart: <span style="background-color: #e0f2ff; padding: 2px;">✖ Request Acc</span>	<b>Objective:</b> <ul style="list-style-type: none"> <li>Remove onboarding survey from registration flow as we did not use the data tracked here and it added extra screen (this was originally deployed to 30% users)</li> </ul> <b>Target KPI:</b> <ul style="list-style-type: none"> <li>% Install to SI</li> </ul>	<ul style="list-style-type: none"> <li>approx 4 to 5% increase in Install to SI</li> </ul> <ul style="list-style-type: none"> <li>Install to SI gone from 65% to 70%</li> </ul>

	<a href="#">Test Access - Mixpanel</a>		
5	<p><b>Name:</b> UK - rewards tracker items changed</p> <p><b>Release Date:</b> 18 Jul 2025</p> <p><b>Release Type:</b> Snow Ticket Release</p>	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>Change rewards in tracker as items are expiring</li> </ul> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>% Users scan then redeem item within 90D</li> <li>FTS to FTR</li> <li>FTR and Total Redemptions</li> </ul>	<ul style="list-style-type: none"> <li>We see an increase in rewards tracker CTA clicks from July 18th to July 23rd</li> <li>Reward redemptions also increased for “nappy paper coupon” post release.</li> <li>1.6% of MAU clicked the product-level “Redeem now” CTA; interaction volume has been steady at an average of 211 clicks/month.</li> </ul> <p><a href="#">Test Access - Mixpanel</a></p>

6	<p><b>Name:</b> US - change 10th scan card animation</p> <p><b>Release Date:</b> 25 Jul 2025</p> <p><b>Release Type:</b> Snow Ticket Release</p>	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>To better illustrate the fact that the card is the last and 10th scan so users are making the 10th Scan</li> </ul> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>% hitting 10 scans within 90D</li> <li>Reduce in GCR complains on confusion of not earning \$10 on 9th scan</li> </ul>	<ul style="list-style-type: none"> <li>Not seeing an increase from 9 → 10 since release</li> <li><u><a href="#">Do see increases since mid may → maybe due to CRM</a></u></li> </ul> 	<ul style="list-style-type: none"> <li>No significant change</li> </ul>
7	<p><b>Name:</b> DE, UK, AT, FR - change content for earning mechanism</p> <p><b>Release Date:</b></p> <ul style="list-style-type: none"> <li>DE, AT, UK 28 Jul 2025</li> <li>FR 1 Aug 2025</li> </ul> <p><b>Release Type:</b> Snow Ticket Release</p>	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>Change in earning mechanism + update UI illustration of this (removal of size bonus)</li> </ul> <p><b>Target KPI:</b></p> <ul style="list-style-type: none"> <li>% users hitting 3rd scan</li> <li>% churn</li> </ul>	<p>@Jaison George</p>	<p><b>Still Monitoring</b></p> <p>To be reviewed by 1 Nov 2025</p>