


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](#)


 Quick link to:

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

OND 25 SUMMARY				
Features Released	Positive Impact	No Change / Negative Impact	User Feedback Needed	Still Monitoring
2	0	0	0	2
Positive Impact	No Change / Negative Impact	User feedback needed	Still Monitoring	
			Released Oct-25: <ul style="list-style-type: none">• DE Preemies Donations -	

			currently at 0-10% bar with an increase in PP scans by ix 103 WoW • Native Email Opt- In on JP GB FR PT - TBC
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Released in October 2025

Feature	Objective	Early Signals	Results
Name: DE Premiees donation Release Date: 1 Oct 2025 Release Type: Feature Release	Objective: <ul style="list-style-type: none">To increase number of PP scans by offering a donation for each scan towards premiees babies Target KPI: <ul style="list-style-type: none">increase numbers of PP scans	We see an increase in users scanning PP diapers WoW <ul style="list-style-type: none">ix 103 in PP scans pre and post release  (7D)10% donations in 8 days (79K scans) <div><div>Query to pull daily % of donations</div><pre>1 WITH daily_counts AS (2 SELECT 3 DATE(timestamp) AS day,18 4 cast(JSON_EXTRAC T_SCALAR(traits, '\$.percentage_pr emiees') as int64) as trait, 5 COUNT(*) AS trait_count 6 FROM `dbce- c360-119lake- prod- 36f0.f_pampers_h ub.v_rew_mobile_ identify_fct` 7 where date(timestamp) >= '2025-10-01'</pre></div>	14 Oct 2025 <ul style="list-style-type: none">ix 95 on PP scans pre and post release18% donations in 14 days (142K scans)

		<pre> 8 and country_code = 'de' 9 and cast(JSON_EXTRACT_SCALAR(traits, '\$.percentage_preemies') as int64) is not null 10 GROUP BY day, trait 11), 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_trait, 23 trait_count 24 FROM ranked 25 WHERE rn = 1 26 ORDER BY day; </pre>	
<p>Name: Native Email Opt-In on JP GB FR PT</p> <p>Release Date: 14 Oct 2025</p> <p>Release Type: Feature release</p> <p>Link to dashboard: X</p> <p>Request Access</p> <p>s - Mixpanel</p>	<p>Objective:</p> <ul style="list-style-type: none"> 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. <p>Target KPI:</p> <ul style="list-style-type: none"> Email Opt-in 	<ul style="list-style-type: none"> FR,JP: 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 GB, PT: Opt-in rate very similar in post migration (71%) vs pre migration (71%) in GB and post 	

		<p>migration (85%) vs pre migration (87%) in PT.</p> <ul style="list-style-type: none"> • Overall Drop Off from Opted In: 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 • Overall Drop Off from Did Not Opted In: 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 	
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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

- **My Baby Section feature scale**
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).
- **US De-activating Onboarding Survey**
improved install to SI by 5pp.
- **UK reward tracker item change**
Popular reward item was OOS within first 2 weeks. However this needs to be restocked. Reward item: £5 off nappies and nappy pants as a paper coupon. Note that Wipes coupon had little engagement in comparison.

Sep-25

- **Available Vs Claimed Rewards Tab** - re-directing users to my rewards page better than

Jul-25

- **US 10th scan card animation** show no change in retention (%10 scans in 90D) → initial increase from Mid May, before this change
- **US Commerce Integration** had 7% users interacting within this (1pp higher than redirecting to pampers website)

Aug-25

- **ES/PT delivery address change**
CURRENT ON-GOING ISSUE
- **Greyed out coupons** saw 10% interaction after 1 month (reco to push to remind users to interact)

Sep-25

- **Onboarding SKIP button** - no difference between users skipping and not skipping on install to SI rates, but we do see 65% users skipping during onboarding

Jul-25

- **US Pre-selector image change** - FTS success rate same as pre change → consistently around 87 to 89%.
Need user feedback to understand if this page is confusing for FTS action

Aug-25

- **US add 10th stamp to card** show no significant change in retention (33%), but slightly lower complaints. **Need user feedback to understand if there is no further confusion of adding this stamp.**
- **Club Details Page** saw no significant change to kpis. Still 7% of MAUs viewing this page. **Need user feedback to understand if this page is helpful**

Sep-25

- **IN scan preselector image**

Released end Sep-25:

- **App Buffering V2** - TBC




Long term Monitoring required:






- **DE, UK, AT, FR, IN - change content for earning mechanism** - still monitoring for longterm impacts
- **OOS Management with distribution id** - waiting for an item to be OOS to see if feature worked.
- **Balance header visibility AB test** - too soon to conclude as need longer term analysis. Currently same average scans per user (3.1 control group Vs 3.0 targeted)
- **MPF Hot Zone** - Needs longer period to evaluate retake rates pre Vs post. Note that current retake rate in 30D is 15%, 60D is 40%.

<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"> • Password change in profile page - 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. • Landscape Orientation - 18% of users have tried landscape mode. No change in 83% scan success rate, however only 3% of scan attempts used this. 	<p>change - no change in FTS scan success rate (92%). Change image has no impact in behaviour but keeps app consistent with market packs. Need user feedback to understand if this is helpful to understand where the code is</p> <ul style="list-style-type: none"> • Camera Enhancements - Very little engagement with this feature (accounts towards 3% of scan attempts). Therefore scan success rate still at 83%. Need user feedback to understand if this is useful when making a scan. 	
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Released in September 2025

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


<p>Release Date: US 13 Sept 2025</p> <p>Release Type: Sprint Release</p> <p>Link to dashboard: X Request Accesses - Mixpanel</p>	<p>Target KPI:</p> <ul style="list-style-type: none"> • Scan Success 	<ul style="list-style-type: none"> • 78% scan success rate with landscape (compared to 84% portrait). Note that it's small volume of users scanning in landscape mode. • Screens where landscape highest →  	<p>engagement with users rotating their devices.</p> <ul style="list-style-type: none"> • Scan Success Rate remains at 83% pre and post release <ul style="list-style-type: none"> ◦ Only 3% of daily scan attempts use landscape mode. Surprisingly only 2% of alphanumeric scans are on landscape mode • 10% of DAUs rotate their device landscape → little interaction • Top screen as the same as early signals with home as the top screen users rotate their phones on.
<p>Name: Available Vs Claimed Rewards Tab</p> <p>Release Date: US 13 Sept 2025</p> <p>Release Type: Sprint Release</p> <p>Link to dashboard: X Request Accesses - Mixpanel</p> 	<p>Objective:</p> <ul style="list-style-type: none"> • Convert rewards section to two tabs for easier access to claimed (aka redeemed) rewards <p>Target KPI:</p> <ul style="list-style-type: none"> • % of users accessing my rewards via catalog tab • Number of Clicks on the Claim Tab 	<ul style="list-style-type: none"> • 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  	<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>Name: Camera Enhancements (luminosity and flash)</p> <p>Release Date: US 13 Sept 2025 EU: 19 Sept 2025</p> <p>Release Type: Sprint Release</p> <p>Link to dashboard: x Request Accesses - Mixpanel</p> 	<p>Objective:</p> <ul style="list-style-type: none"> Improve image capture by adding flash and luminosity functionality <p>Target KPI:</p> <ul style="list-style-type: none"> Scan Success Rate 	<ul style="list-style-type: none"> No significant change in scan success  Not high interaction with the new features - Only 3% of scan attempts have used either flash or luminosity functionality  	<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 data-bbox="1122 743 1459 1178"> <p>✓ Reco: Educate users that we have options to enhance their image capturing to see if increase engagement could improve this KPI</p> </div>
<p>Name: A/B Test Balance Header</p> <p>Release Date: 18 Sept 2025</p> <p>Release Type: Sprint Release</p> <p>Link to dashboard: x Request Accesses - Mixpanel</p> 	<p>Objective:</p> <ul style="list-style-type: none"> Test if minimal visibility of balance header impacts motivation to scan and reduces confusion <p>Target KPI:</p> <ul style="list-style-type: none"> % FTS to 10 scans in 90D 	<p>No significant changes in the first 10 days of release.</p> <ul style="list-style-type: none"> Avg scans per user is the same (Control: 3.1 Vs Target: 3.0)  <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"> No change in average scans made (3.8 scans) Users converting to their next scan did not significantly change i.e. 2nd to 3rd scan was the same with 79% There were enough users in the targeted

			<p>group to compare: 3K Vs 33K</p> <div>  Reco: <ol style="list-style-type: none"> 1. Check with GCR or customer feedback to see if this made a difference in impressions of earning 2. Either leave or remove balance header as this did not impact New users joining the program and scan faster </div>
<p>Name: MPF Hot Zone</p> <p>Release Date: US 13 Sept 2025</p> <p>Release Type: Sprint Release</p> <p>Link to dashboard: MPF Hot Zones - Pampers 1:1 PROD / Mixpanel</p>	<p>Objective:</p> <ul style="list-style-type: none"> • Prompt consumers to retake the survey at each size recommendation to ensure accuracy with baby's growth. <p>Target KPI:</p> <ul style="list-style-type: none"> • Users retaking MPF after viewing Hot Zone • Users opting in for push notifications <div>  Retake date is dependent on size of the reco </div>	<p>No significant change in MPF retakes, still early to conclude.</p> <ul style="list-style-type: none"> • 35% of users who see diaper fit check reminder take MPF survey • 5% of users viewing MPF Hotzone opt for push notifications 	<p>Too soon to review significant changes on retake due to reco time taken to retake MPF</p> <ul style="list-style-type: none"> • Of the users who are due (stage 4), 50% will retake MPF • Little interest in notification reminders hence no campaign needed → 5% of 33K MBS viewers • 40% of revisits to MBS after taking MPF which is similar behaviour to before →

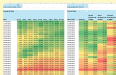
	<p>e.g. size 0 = 14D, size 1 = 28D, size 2 = 14D, size 3 = 9M, etc. You can find a table here:</p> <p>MPF Enhancements</p>		<p>No change in engagement </p> <div>  Reco: Consider changing the retake days to a fixed values of every 30/60 days. This will help improve the model for prediction. </div> <p>Market to users that they should keep checking to get the best product available for your baby</p>
<p>Name: App Buffering Enhancement</p> <p>Release Date: US 13 Sept 2025</p> <p>Release Type: Sprint Release</p> <p>Link to dashboard:</p>	<p>Objective:</p> <ul style="list-style-type: none"> Reduce App buffering instances and time on App for better user experience <p>Target KPI:</p> <ul style="list-style-type: none"> Avg App Buffering instances/user 	<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>	<div>  Still Monitoring </div> <p>To be reviewed on 17 Oct 2025</p>
<p>Name: Add SKIP button to onboarding screen</p> <p>Release Date: US 15 Sept 2025</p>	<p>Objective:</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"> No Significant change in Install to SI between users who Clicked to SKIP Vs those who did not SKIP: Request Access - Mixpanel Install to SI is 74% for Skippers and 77% for 	<p>No Change in Core KPI when the feature was released.</p> <ul style="list-style-type: none"> We saw an increase install to SI 3 days before release → This was due to the removal of Paid Media






<p>Release Type: Sprint Release</p> <p>Link to dashboard: x</p> <p>Request Access</p> <p>s - Mixpanel</p>	<p>Target KPI:</p> <ul style="list-style-type: none"> • % of users clicking on 'Skip' • Install to SI 	<p>non skippers</p> <ul style="list-style-type: none"> • Time to convert of Skippers is 18 minutes and for non skippers is 20 minutes 	<p>on 12th September, not this feature</p> <ul style="list-style-type: none"> • Nearly two-thirds of new joiners SKIP the animation (65%), indicating impatience of users during onboarding <div data-bbox="1122 520 1459 951">  Supports direction to merge onboarding animation to a carousel in preselector screen for easier reg/login experience </div>
<p>Name: New Event for 2FA Sent BE for App / Measure how many codes are sent to Braze from the back-end</p> <p>Release Date:</p> <ul style="list-style-type: none"> • US 10 Sept 2025 • Global 29 Sept 2025 <p>Release Type: Sprint Release</p> <p>Link to dashboard: x R</p>	<p>Objective: Enable visibility if the code from BE is being sent to braze</p> <p>Target KPI:</p> <ul style="list-style-type: none"> • % Exposed to BE code sent • % BE code sent to braze email sent 	<ul style="list-style-type: none"> • US market: 98.6% users triggering 2FA exposed are triggering "Backend 2FA Code Sent" event <ul style="list-style-type: none"> ◦ Of those, 98% subsequently trigger the "Braze Email Sent" event, confirming strong delivery follow-through 	<div data-bbox="1122 993 1459 1192">  Still Monitoring To be reviewed on 24 Oct 2025 </div>

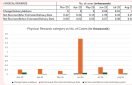

<div>equest Access</div> <div>- Mixpanel</div> <p>Name: Ability for the user to change password with OKTA from their profile</p> <p>Release Date: US 15 Sept 2025</p> <p>Release Type: Sprint Release</p> <p>Link to dashboard: x R</p> <div>equest Access</div> <div>- Mixpanel</div>	<p>Objective:</p> <ul style="list-style-type: none"> • Enable users to update their password via profile rather than logging out <p>Target KPI:</p> <ul style="list-style-type: none"> • % Successful Password Change 	<ul style="list-style-type: none"> • No significant change visible due to initial volumes • Waiting on more user volumes on the change password journey for feature analysis conclusion 	<p>Overall no significant change</p> <p>US Market:</p>  <p>✓ Reco:</p> <ol style="list-style-type: none"> 1. Change CTA from "all right" to "go to mailbox" so that users are directed to complete their password change. 2. Use in-app web view for password resets instead of opening device browser to improve user stickiness. 3. Consider using in-app security methods (e.g., 2FA or biometrics) instead of email verification to keep users in-app while
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			changing their password.
Name: IN scan preselector image change Release Date: 29 Sept 2025 Release Type: Snow Ticket Release	Objective: <ul style="list-style-type: none"> Updates in the old pack shots that are currently in the app replace them with new pack shots. Target KPI: <ul style="list-style-type: none"> FTS Scan Success 	We don't see a change in scan success rate pre and post release - avg 92% <ul style="list-style-type: none"> QR we still see as stable success scan rate: 99% success rate Manual: 75% 	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	Name: Update Homefeed Scanning Progress Display (10 instead of 9) Release Date: US 19 Aug 2025 Release Type: Sprint Release Link to dashboard: N/A	Objective: <ul style="list-style-type: none"> Remove user confusion caused by showing only 9 stamps. Clearly display progress to 10 scans = \$10 reward. Target KPI: <ul style="list-style-type: none"> Increase % of users progressing from 9 → 10 scans. 	<ul style="list-style-type: none"> Not seeing an increase from 9 → 10 since release Do see increases since mid may → maybe due to CRM 	<ul style="list-style-type: none"> No significant change
2	Name: Update of the US "Club Details V2" Page	Objective: <ul style="list-style-type: none"> Refresh UI to align with new LTV format. 	<ul style="list-style-type: none"> There are no major changes in new users viewing the 	No significant impact overall <ul style="list-style-type: none"> No significant changes in views

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

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

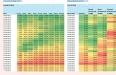
N/A			
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Released in July 2025

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

	Release Type: Feature Scale Release		11.9%), <ul style="list-style-type: none"> IN: Strong lift - SI → MPF 7D (5% → 9.7%) <i>The pre numbers above are average of P3M before MBS launch</i> On comparing with US, we saw 10pp increase in SI → MPF 7D after MBS launch (3.6 → 13%)	(pre Vs Post) <ul style="list-style-type: none"> IN: No significant change in volumes CA: double figures (1.3K per month to 2.8K) No changes in % scanners ever taken MPF MoM
3	Name: US scan preselector image change Release Date: 8 Jul 2025 Release Type: Snow Ticket Release	Objective: <ul style="list-style-type: none"> We want to improve FTS by amending the UI for QR and Alphanumeric to look like more on the pack Target KPI: <ul style="list-style-type: none"> FTS success rate 	<ul style="list-style-type: none"> No initial change 	<ul style="list-style-type: none"> FTS success rate same as pre change → consistently around 87 to 89% <div>2025-08 US - US scan preselector image change</div>
4	Name: Deactivate Onboarding Survey (US) Release Date: 15 Jul 2025 Release Type: Snow Ticket Release Link to chart: Request Access	Objective: <ul style="list-style-type: none"> 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) Target KPI: <ul style="list-style-type: none"> % Install to SI 	<ul style="list-style-type: none"> approx 4 to 5% increase in Install to SI 	<ul style="list-style-type: none"> Install to SI gone from 65% to 70%

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5	<p>Name: UK - rewards tracker items changed</p> <p>Release Date: 18 Jul 2025</p> <p>Release Type: Snow Ticket Release</p>	<p>Objective:</p> <ul style="list-style-type: none"> • Change rewards in tracker as items are expiring <p>Target KPI:</p> <ul style="list-style-type: none"> • % Users scan then redeem item within 90D • FTS to FTR • FTR and Total Redemptions 	<ul style="list-style-type: none"> • We see an increase in rewards tracker CTA clicks from July 18th to July 23rd • Reward redemptions also increased for “nappy paper coupon” post release. • 1.6% of MAU clicked the product-level “Redeem now” CTA; interaction volume has been steady at an average of 211 clicks/month. x Request Access - Mixpanel 	<p>Low impact towards redemption total but this went OOO within first week showing high interest from users.</p> <ul style="list-style-type: none"> • The change in rewards in the rewards tracker had minimal impact on total redemption and the rewards items went Out of Stock quickly. <div> <p>RECOMMENDATION:</p> <p>Analyze reward-level redemption counts over time and use those findings to decide which rewards to display in the tracker. x Request Access - Mixpanel</p> </div> <p>Link to Analysis: 2025/09 - UK - Rewards Tracker Item Change</p>

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