

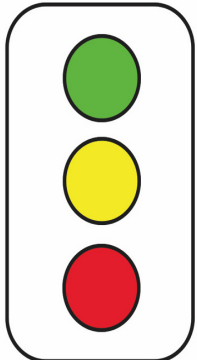
DESIGNING THE OFFER EXPERIMENT

A THE HOOK:		
	HOOK A	HOOK B
CHANNEL	Facebook Ad	Facebook Ad
PCM (PROBLEM CENTRIC MESSAGE)	Struggling to rally your friends for a night out? Get them on board using a streamlined platform that guarantees a great time	Lack of time to plan out your weekend? Find something everyone will love with high-rated restaurants, bars, clubs, and events that are recommended just for you
CALL TO ACTION	Enter your email address for information and updates on the launch.	Enter your email address for information and updates on the launch.
SAMPLE SIZE	5,000	5,000
SUCCESS METRIC	% of people who click	% of people who click

B INDUSTRY BENCHMARK:

SUCCESS →

FAILURE →



PROCEED IF > 1%

STOP & PIVOT IF < 1%

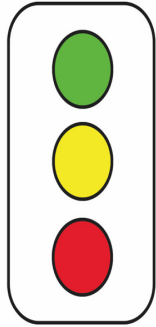
THRESHOLD # OF EARLY ADOPTERS: 1%

C MVO THRESHOLD:

MVO METHOD: Landing Page

SUCCESS →

FAILURE →



PROCEED IF > 40%

STOP & PIVOT IF < 10%

D START/END DATE:

START DATE: March 6, 2018

END DATE: _____