

Product Case Study

Nicolie Ng

Agenda

1. Key concepts and assumptions
1. Behavioral differentiators of activation
2. Early user actions that predict subscription likelihood
3. Actionable recommendations

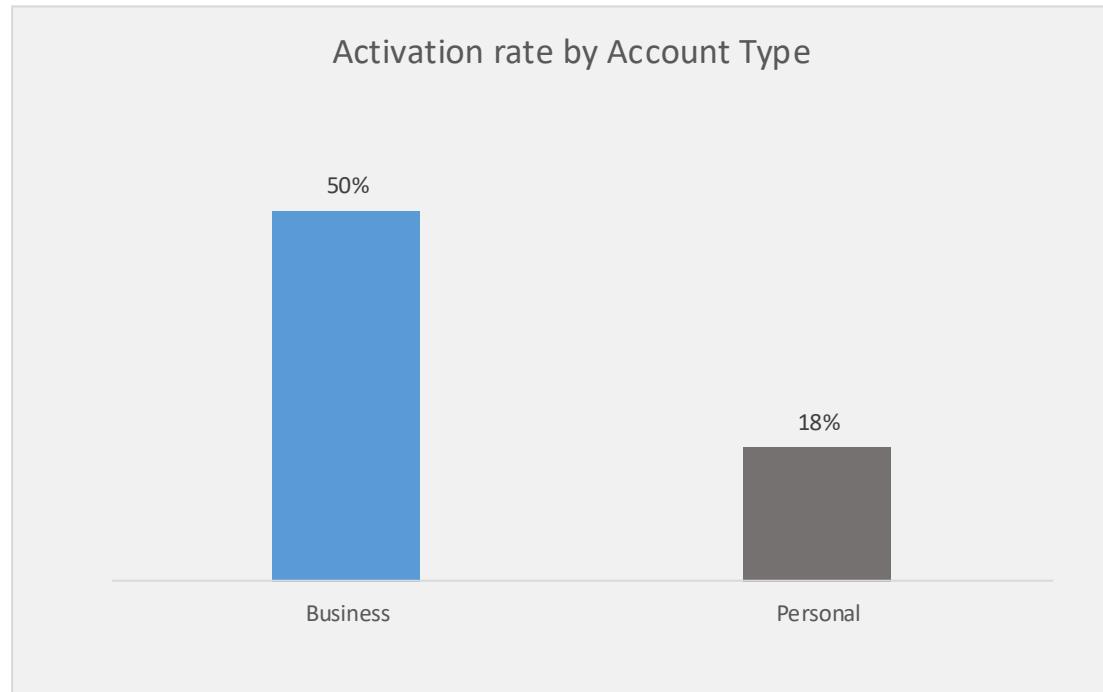
Key Concepts

Activation = First meeting booked.

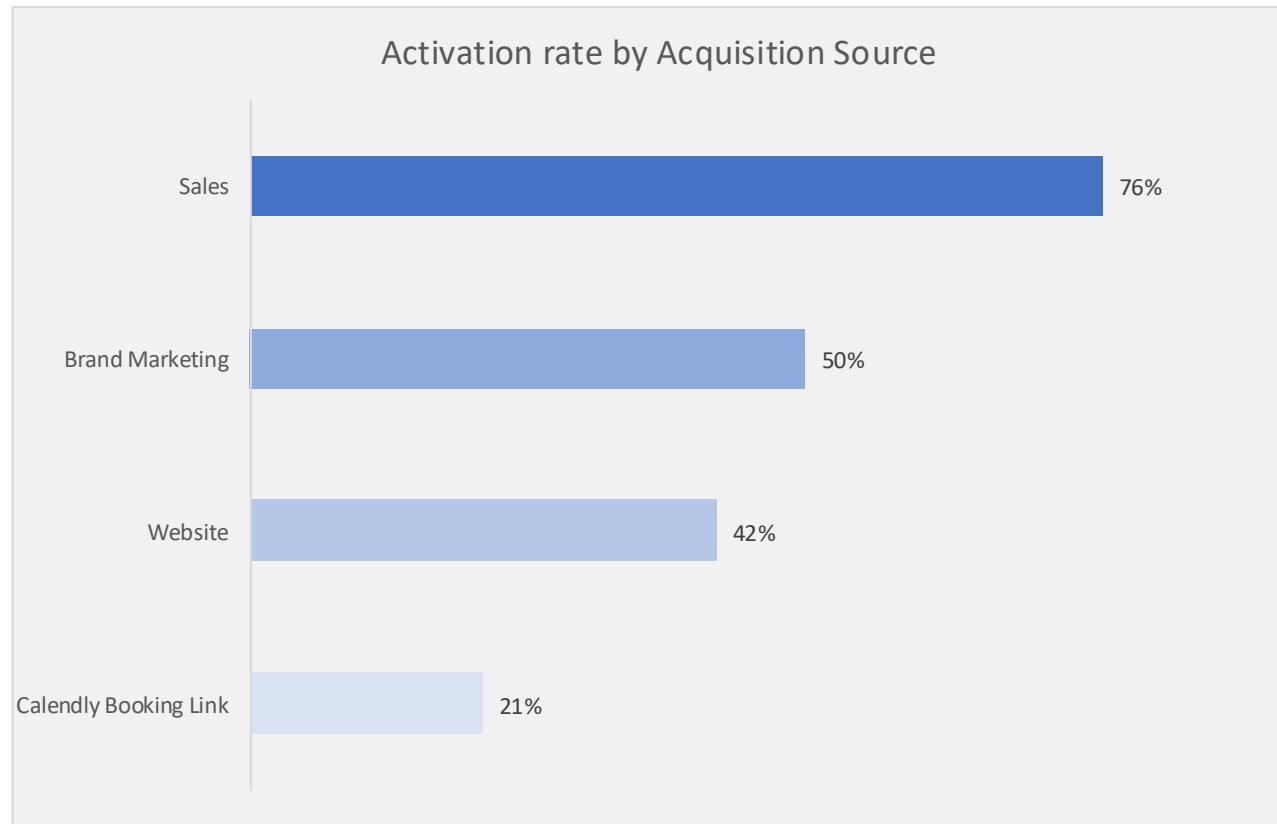
User-level data was built using the following criteria:

- User ID
- Subscription Currency Code
- Subscription Billing Cycle
- Subscription Plan Type

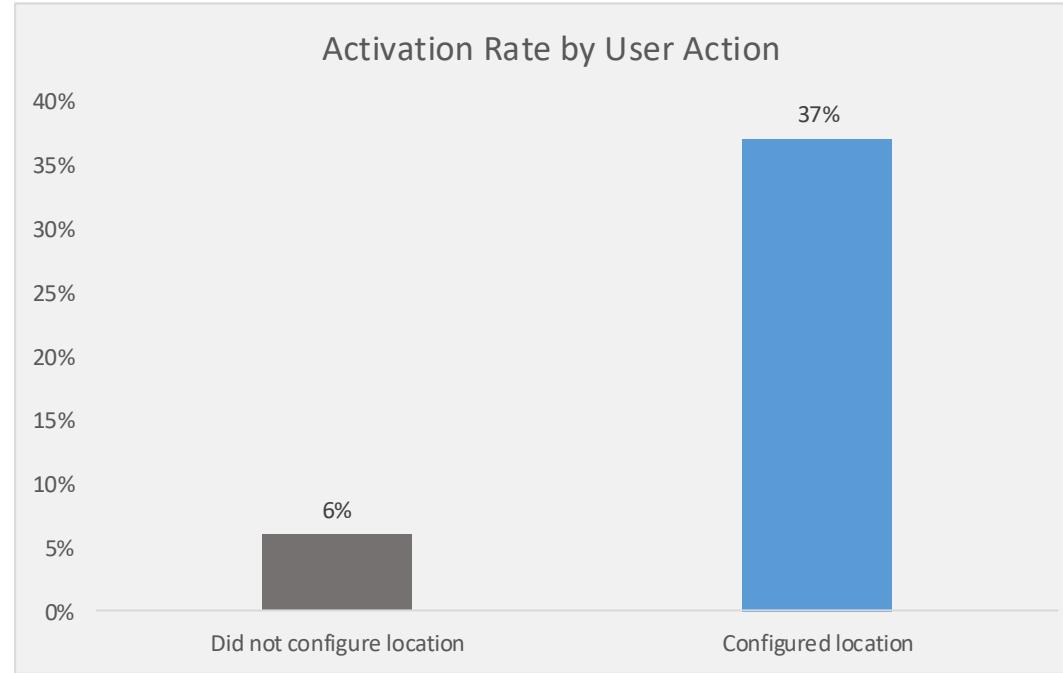
Business accounts are ~3x more likely to activate.



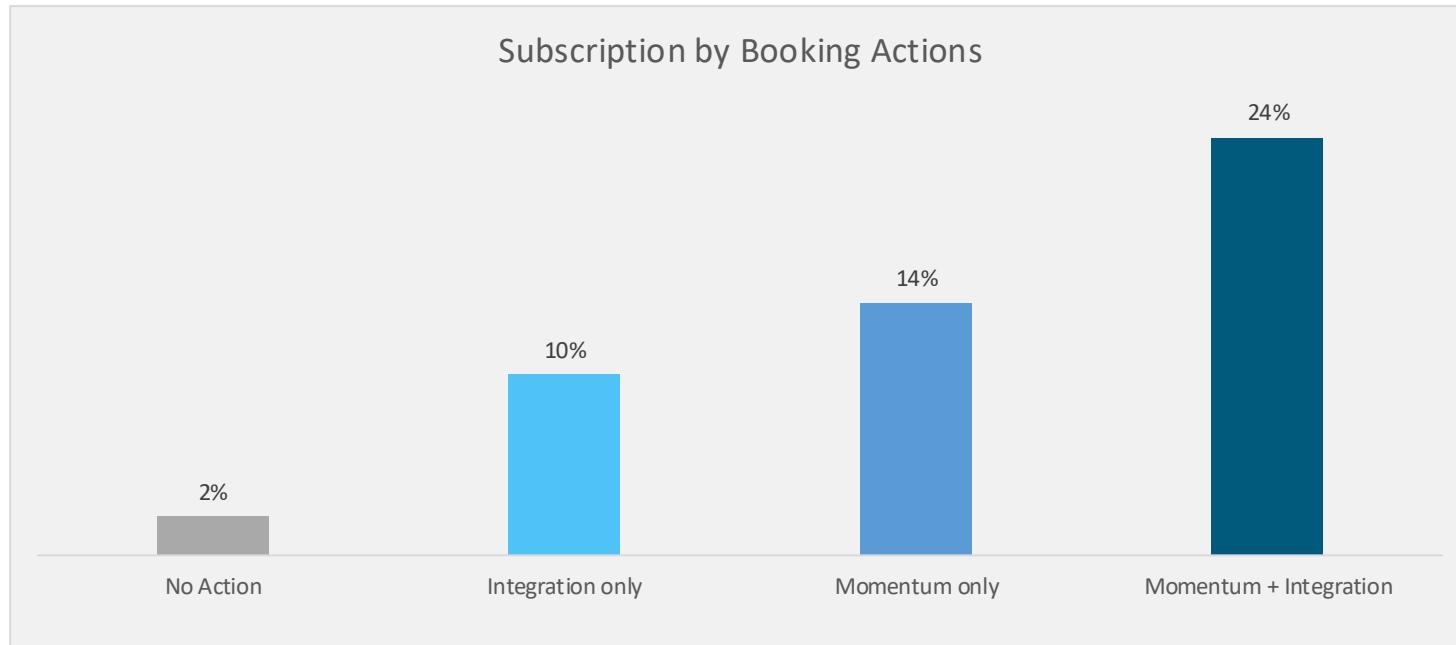
Sales-Acquired Users have the Highest Activation Rate



Configuring Location Differentiates Activated Users



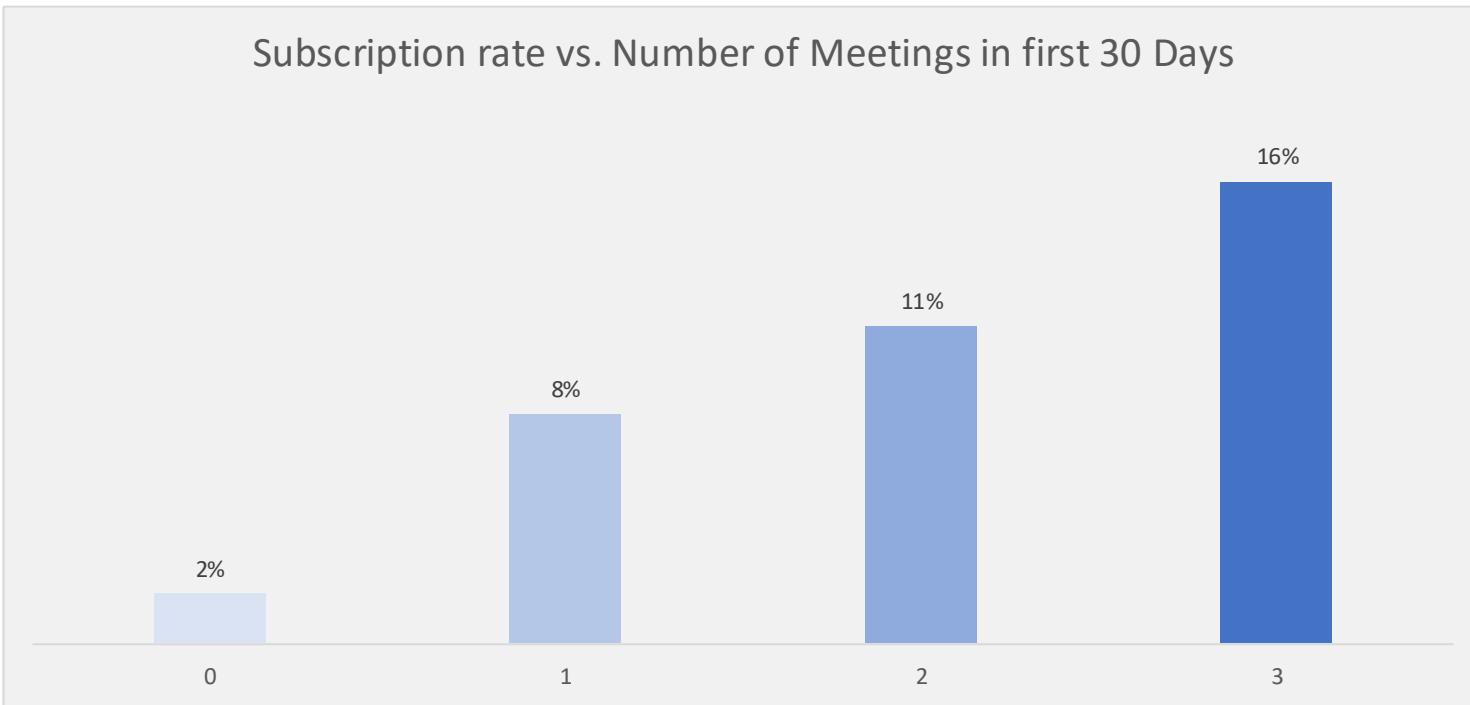
Rapid Second Bookings and Integration Use are strong predictors of subscription likelihood.



Integration: First Integration use within 14 days of signup

Momentum: Second meeting booked within 7 days of first

Booking volume in the first 30 days is positively correlated with subscription likelihood



Actionable Next Steps

1. Booking Link Users:

- Tailor onboarding flow to prompt users to booking first meeting

2. Business Accounts

- Add in-app prompts after first book to encourage integration setup
- Offer trials for unlimited bookings and premium integrations

3. Personal Accounts

- Simplify onboarding flow to book first meeting
- After first booking, nudge users to schedule second meeting to build up the momentum

Thank You