

"The Science of Success"

"How We Proved It: 50,000 transactions analyzed—Control (Standard Fees) vs. \$0.10 flat fee."

- **Chi-squared (93.71, $p < 0.001$)—6.38% completion boost is real.**
- **Fewer failures recapture market gaps—PayPal can lead influencer tipping.**
- **"More completions, more tips, more dominance."**

The Win

"Flat Fee Breakthrough"

"Flat Fee \$0.10:
71.45% completion."

"+6.38% success (p
< 0.001)— (means)
users stick."

