**Analytics Case Study – Flexible Payment Offerings**

**1. Key Metrics for Revenue Growth**

To increase revenue, the Post should pursue the following key metrics:

* Conversion Rate: The percentage of users who subscribe to the paywall.
* Average Revenue Per User (ARPU): The average revenue generated per user.
* Customer Lifetime Value (CLV): Total projected value of a customer, including future renewals or upgrades.
* Churn Rate: Percentage of users who do not repurchase a pass or subscribe.
* Revenue Growth: Change in revenue generated from paywall passes and subscriptions over time.

**2. Reporting for Split Test**

If this were to be run as a split test for the different price points ($4, $7, $10), reporting to stakeholders could include:

* Test Overview: A summary of the test, including the different price points and the duration of the test.
* Key Metrics: A comparison of the key metrics (conversion rate, ARPU, CLV, churn rate, and revenue growth) for each price point.
* Segmentation Analysis: An analysis of how different user segments (e.g., demographics, device type) respond to each price point.
* Recommendations: Based on the test results, recommendations for which price point to implement and why.

**3. Additional Tracking Information**

To accurately report on this initiative and split test, the following additional tracking information could be added:

* Funnel Analysis Data: Collect data on user behavior at each stage of the subscription process to identify drop-off points and areas for improvement.
* Track Paywall Hit Frequency Before Purchase
* Upgrade Status: Track whether a pass user transitions to a recurring subscription.
* Paywall Engagement Metrics: Number of paywall hits before purchase decision.

**4. Potential Outcomes and Recommendations**

Here are some potential outcomes for this initiative and recommendations for each:

a) Very Successful

* Outcome: The new initiative leads to a significant increase in conversions, revenue, and customer lifetime value.

Recommendations**:**

* Continue to optimize and refine the subscription experience to maximize revenue and customer lifetime value.
* Consider expanding the initiative to other areas of the site or to other platforms.

b) Moderately Successful

* Outcome: The new initiative leads to a moderate increase in conversions, revenue, and customer lifetime value, but with some areas for improvement.

Recommendations**:**

* Analyze the data to identify areas for improvement and optimize the subscription experience accordingly.
* Consider testing new creative assets or messaging to improve performance.

c) Worse Than Original (Revenue decline, high cannibalization):

Discontinue the pass, survey users for friction points, or test a lower price (e.g., $3) with limited-time incentives.

**Conclusion**

By focusing on key metrics, running a split test, and enhancing tracking, The Post can optimize its paywall strategy to maximize revenue. The outcomes of the initiative will guide next steps, ensuring data-driven decisions that align with business goals.