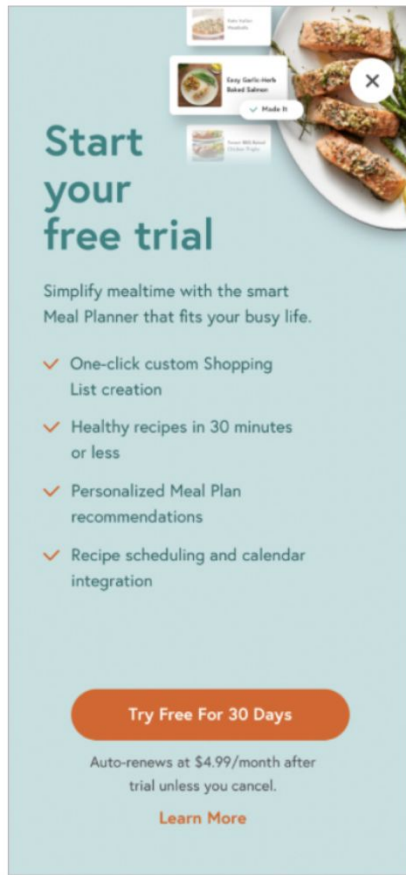


Original



Variation 1

Contextual Upsell A/B Testing

Goal: Increase number of users starting a free trial subscription.

Hypothesis: Introducing contextual upsells with alternate messaging focused on the specific feature being viewed at time of paywall trigger will improve conversion.

Test: A/B tested the generic (“Original”) upsell versus contextual upsell (“Variation 1”) focused on the meal planning feature of the subscription service.

Result: Trial conversion increased from 3.54% to 4.90% with the use of contextual upsell.