

Live Experiment Results Report

SAMPLE subject: landing page test for a meal-planning app

SAMPLE

Generated: 2026-09-28 · Confidence: Medium

Variant A converted visitors to signups about twice as often in this sample.

Sample report with illustrative demo values. Not a real study, customer or market claim.

EXECUTIVE SUMMARY

- A's concrete time promise outperformed B at every funnel step (SAMPLE data).
- The biggest drop-off for both is signup > checkout.
- Payment counts are too small to support a pricing conclusion.

DECISION

Keep A's message; fix checkout friction before scaling.

1,240 (SAMPLE)

Visitors

€180 (SAMPLE)

Budget

7

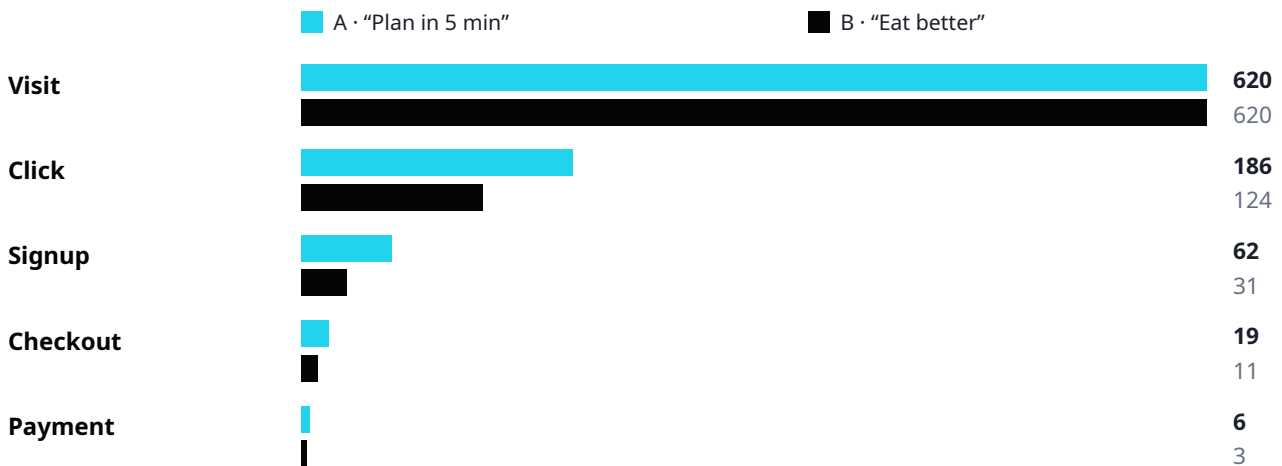
Run time (days)

01 SIGNALS STATEMENT

We observed behavior, not opinions: clicks, signups, checkout starts and payment attempts from real visitors.

02 FUNNEL SUMMARY

Events per variant (SAMPLE counts).



03 BEHAVIORAL READ

Visitors respond to a concrete, time-bound promise. Interest collapses when price appears.

04 SEGMENT DIFFERENCES

Segment	Signup rate A	Signup rate B
Mobile	9.1%	4.6%
Desktop	12.4%	5.9%

05 FRICTION POINTS

- Price revealed only at checkout.
- Account creation required before preview.

06 NEXT DECISION

Whether to show price earlier and remove forced signup.

07 RECOMMENDED NEXT EXPERIMENT

A vs A+visible price, 7 days, same budget.

METHODOLOGY

Two landing variants split 50/50 on paid social traffic. Events tracked: click, signup, checkout start, payment intent. No personal data beyond consented analytics.

UNCERTAINTY NOTES

- Sample size too small for fine segment claims.
- Paid traffic may differ from organic visitors.

EVIDENCE & SOURCES

Analytics events

Behavioral · SAMPLE export

Ad platform

Traffic · Spend and reach (SAMPLE)

NEXT STEP

Re-run SKPSIS on pricing before scaling spend.