InnerTrends

2PERFORMANT

DEDICATED TO MARKETING SUPERHEROES

Actionable Data Insights Help Provide a 22% Increase in User Onboarding Rate

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NAME:
2Performant

BUSINESS MODEL:
B2B

INDUSTRY:
Affiliate Marketing Software

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The Challenge

The team wanted to optimize their onboarding flow and they started to analyze data manually. They did this for one month solid and it didn't get them very far. However, they understood something essential: they needed to automate the optimization process and make decisions based on data, not on a whim.

The Solution

In just two weeks, and without any manual effort, the InnerTrends analytics tool identified the weakest step in the onboarding flow with the highest drop-off rate (35%). This was the point where most users abandoned the onboarding process and thus likely where the big problems could be found and resolved.

Step	Users completed this step	Users dropped off after step
1. Created account (auto event)		(7%)
2. Fill in traffic sources	Users from previous step	(12%)
3. Dashboard	Users from previous step + users who skipped previous step	(35%)
4. Applied to campaign	Users from previous step + users who skipped previous step	

InnerTrends Tool: Onboarding process before optimization. Step 3, "Dashboard" (flagged), has the highest drop-off rate, 35%

The Result

Based on the detailed InnerTrends data insights, 2Performant implemented a change in the onboarding process, sending new affiliates from "Traffic Sources" directly to the "Affiliate Programs" page instead of sending them to the Dashboard, from where they could immediately apply for a campaign.

As a result of this change in the onboarding process, the conversion rate increased by 22% (12 percentage points), from 53% to 65%.

53%

Initial
Onboarding Rate

65%

Obtained
Onboarding Rate

"With InnerTrends, we have been able to quickly identify the steps with the highest optimization potential in the onboarding flow and we increased the onboarding rate to 65% in just two weeks"

Bogdan Aron, Chief Product Officer @ 2Performant

Next Steps

FIND WHAT MAKES USERS STICK

Optimizing the onboarding process is just one step in improving customer engagement and retention. Finding what makes users stick with a SaaS product requires further optimization and an understanding of the bigger picture, which would improve retention and ultimately the revenue.

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