

Experimentation- Led Growth

Structured experimentation at MyRegistry.com
boosted conversions by 53% and core funnel performance by 271%

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Executive Summary: Delivering High-Impact Results

Outcome-first results that drove thousands of additional monthly activations



Signup Conversions

 53.33%

Increase in signup conversions through friction reduction and messaging clarity.

Core Funnel Growth

 271.64%

Improvement in homepage to core action progression across the platform.

Monthly Actions

 3,300

Additional core user actions generated monthly through systematic optimization.

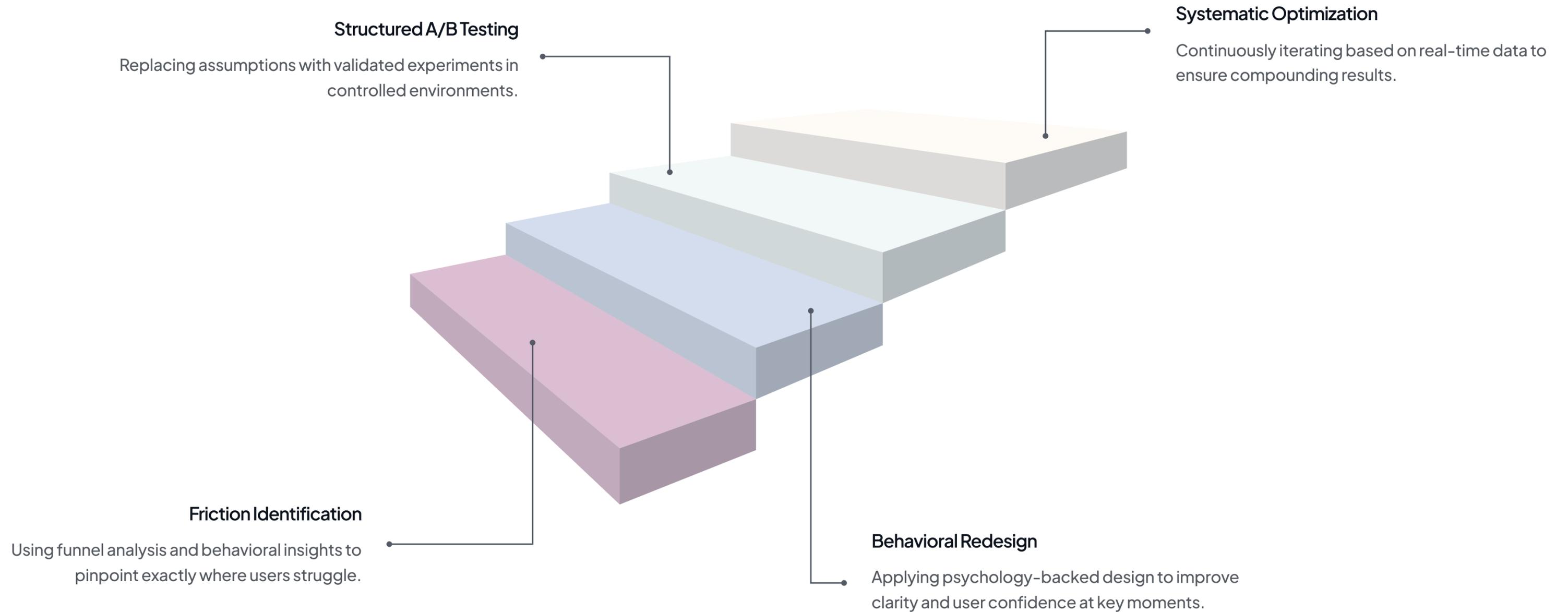
The Problem

The Core Challenge: Activation Underperformance

MyRegistry was driving significant traffic, but user activation was underperforming. Growth was limited not by traffic volume, but by conversion inefficiencies. High drop-offs during signup and weak progression from the homepage to key flows indicated a critical need for a structured experimentation system.

The EndlessROI Growth Framework

Moving from isolated tactics to a systematic experimentation engine



The 5-Step Execution Process

A rigorous methodology for driving conversion uplifts

Hypothesis Design

Formulating 'If → Then → Because' frameworks based on psychology.

Validation

Ensuring results meet statistical rigor and sufficient sample sizes.



Experiment 1

Signup Optimization Case Study

Solving user drop-offs during the initial registration phase

53.33%

Significant increase in completed registrations after optimization.

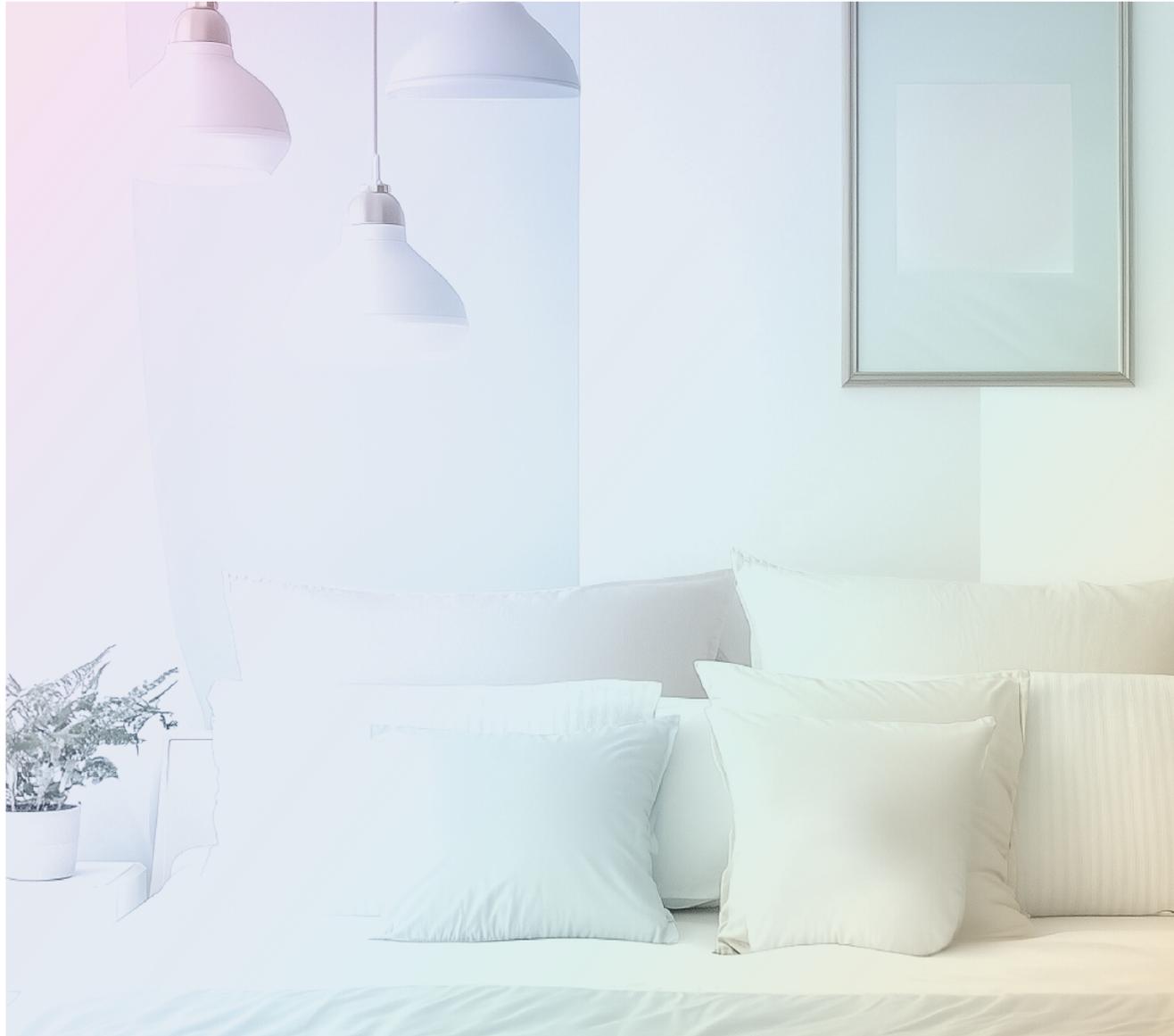
300

Increase in monthly new user signups from this single experiment.

Experiment 2 & 3

Homepage & Landing Page Performance

Driving users deeper into the core action funnel



Core Funnel Growth

Massive improvement in homepage to core action progression.

271.64%

Landing Page Uplift

Steady improvement in landing page conversion rates.

14.63%

Monthly Actions

New core user actions generated through layout optimization.

3,300

Key Strategic Learnings

Why activation is the highest-leverage growth point



Activation is the highest-leverage growth point for high-traffic platforms.



Small *UX changes* drive massive impact when applied systematically at scale.



Structured experimentation consistently outperforms isolated, ad-hoc optimizations.



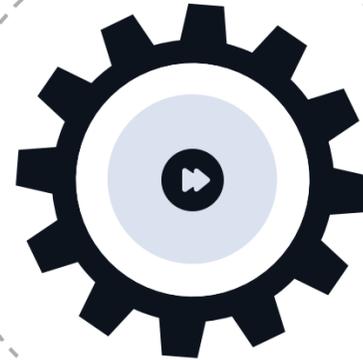
Removing friction in *high-intent moments* is more effective than increasing traffic.

Building a Compounding Growth Engine

Sustainable growth without increasing acquisition costs

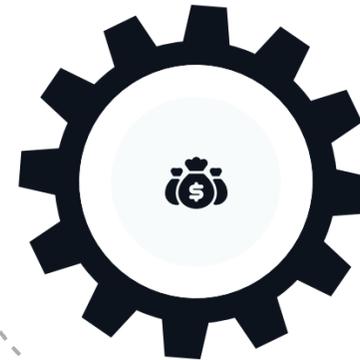
Activation Velocity

Faster user progression through the funnel, increasing platform engagement.



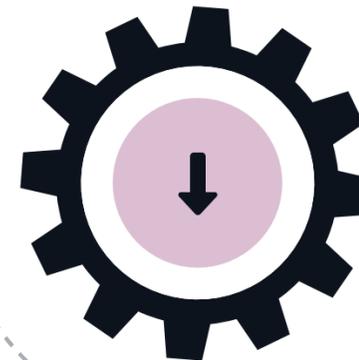
Revenue Potential

A higher volume of users entering revenue-generating flows every month.



Reduced CPA

Lower cost-per-acquisition by maximizing the value of every existing visitor.



Next Steps

Unlock Your Next Growth Phase

Discover how EndlessROI can build your experimentation system

