

Success Story: How Lasting Increased Conversions on Android by 38%



Client: The #1 Couples Therapy Program — Lasting is the #1 couples therapy program backed by Talkspace, the world's leading telebehavioral health company and pioneer in online therapy. Talkspace has grown to have over 1.5 million clients and includes therapists in all 50 states.

Goal: Increase Mobile Conversions

To increase the efficiency of their mobile user activation funnel, Joshua Petrovani Miller - Product Lead for Lasting, identified optimizing the user experience for their new product offering as a priority. He hypothesized that by optimizing the user experience and experimenting with the CTAs, page layout, and copy they would improve their ROI and increase engagement with their new offering - live workshops with therapists where couples would be guided through exercises such as expressing appreciation for their partner.

This offering began as a marketing experiment to help drive interest during their annual summer sale. The live workshops generated an immediate response. Due to the strong positive reception, the Lasting team started offering the workshops as additional add-on items their existing subscribers could purchase on top of their existing Lasting subscription.

Strategy: Optimize User Activation

Optimizing customer acquisition is essential to increasing ROI. Lasting had to optimize user activation to drive retention and repeat sessions to increase their customer LTV and maintain

sustainable growth. After offering live workshops to their core users as an additional add-on product, sales started dropping since users didn't want to pay for the additional workshops on top of their Lasting subscription.

Solution: A/B Test The User Experience

In order to increase customer activation, the Lasting team used mobile A/B testing to put the workshop feature through multiple iterations. In the new variation, they started hosting the workshops on demand so they could be accessed at any time. They also improved the user experience by minimizing the number of buttons and copy on the screen, showing if a workshop could be played on-demand versus live, and allowing users to add the workshop to their calendar or share it with their partner.

Results: Increased Conversions By 38%

Reducing user friction and increasing speed to value leads to increased activation, retention, and repeat sessions. With Taplytics mobile A/B testing, the Lasting team increased conversions on Android by 38%. They were able to efficiently ship this new feature and create a foundation for future experiments.



Josh Petrovani Miller — Product Lead at Lasting


" We decided to release an A/B test so we had no questions about whether or not it was a success as a feature and worth our time. We let the data speak for itself. "

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Healing Toxic Conflict

Friday, Dec 21, 2:00 PM EDT

Address unhealthy patterns and learn how to manage your conflict in healthy ways.

 1 session, 75 mins

Your Group Host




Join your group host Liz Colizza, LCMSW

What You and Your Partner will Learn

Sometimes, your relationship feels stuck. Like you've tried everything to heal a conflict, but the same patterns keep emerging again and again. It might feel like these conflicts are insurmountable. But research shows there is hope. In this workshop, you'll learn how to:

- Pay attention to your emotional attachment and the areas where it's been wounded
- Identify your conflict cycle and the roles you play

 [See Dates](#) [Join Free Workshop](#)

Baseline


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Starts in 3 days




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Attend This Workshop

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Winner

*** CALL TO ACTION EXPERIMENT**

Increasing the discoverability of the call to actions directly lead to a **38% increase** in conversions.