

Success Story: How Good&Co Increased In-App Conversions & Feature Adoption With A/B Testing

GOOD & CO

Good&Co is a mobile platform that provides job seekers and employers with a series of personality tests that assess company culture fit. Since 2012, Good&Co has helped millions find companies that fit their personality and vice versa.

Their Goal: Increase First-time User Retention and Engagement

The Good&Co app lets users take fun quizzes to determine their strengths and cultural fit among potential employers. Once users complete the app onboarding flow, they can start taking quizzes. Users also earn Karma Points by completing various quizzes. The more Karma Points the user collects, the more quizzes they can unlock.

Good&Co wanted to increase both the number of users who take the initial test after onboarding as well as the number of users who engaged with the Karma Points system. They were experiencing extremely high drop-off rates, and while the team had lots of ideas for solutions, they had no way to effectively test them.

Their Solution: A/B Testing New Features And Onboarding Flows

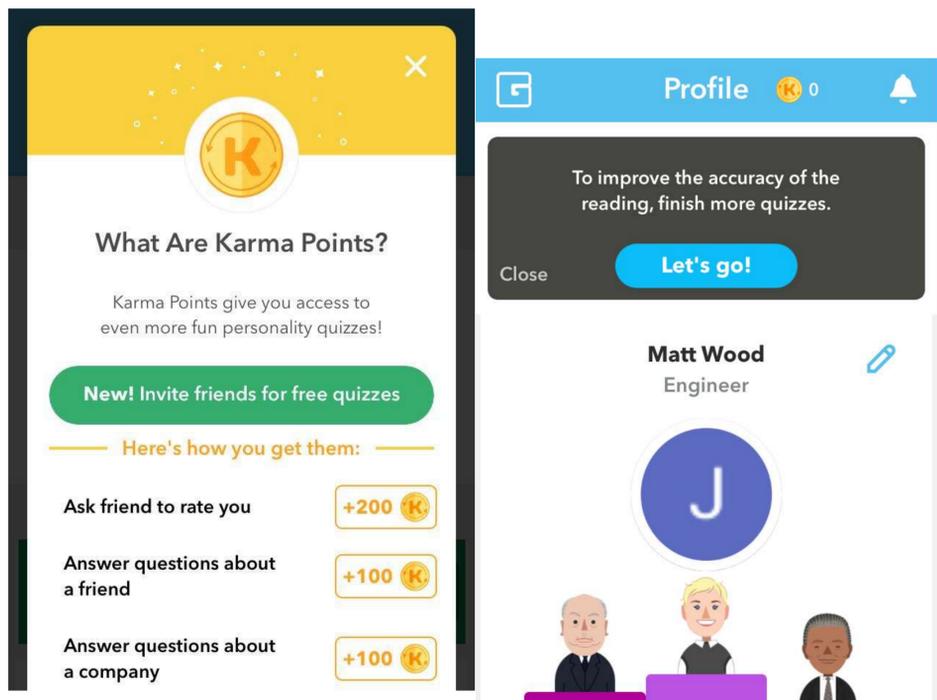
Using Taplytics' Visual Editor A/B testing solution, Good&Co was able to test and validate their ideas faster than before.

A trend that VP of Growth Illias Beshimov noticed was that users who completed more than one quiz after onboarding were more likely to be lifetime users. So, they set out to increase the number of users that completed the first quiz immediately after onboarding. Good&Co ran a test comparing two different paths that lead to a user's first quiz. The original flow allowed users to take the first test whenever they pleased after completing onboarding. The new variation dropped users into a test right after onboarding. The new flow variation increased quiz completion from 85% to 95%.

Next, they focused on preventing abandonment of the Karma Points system. Testing revealed that drop-offs occurred when users got to the third quiz. The team interpreted this to mean that users didn't want to take an endless number of quizzes to earn Karma Points. This led Good&Co to develop other ways for users to earn points. When they allowed users to earn points by inviting friends via social media or sharing their results online, engagement levels with the Karma Points programs rose by 27%.

Their Results: Increased User Adoption





Good&Co's improved app encourages users to take more quizzes and earn Karma Points through a variety of activities.

"We wanted a testing platform that provided results just as quickly as we formed hypotheses— Taplytics gave us just that. It is a fantastic platform to have. My team and I use the Visual Editor so often that it's proven to be a staple part of our process when it comes to improving our app."



Ilias Beshimov
VP Growth, Good&Co