

Success Story: How TodayTix Increased Ticket Purchases By 9%—With One Simple Experiment

TODAYTIX

TodayTix gives theatergoers access to the best discounted tickets for performances in some of the world's most iconic theatre markets. Their mobile app makes purchasing last-minute or discounted tickets extremely easy on-the-go. Additionally, the app allows users to enter ticket lotteries, buy Rush tickets, set show alerts, and more.

Their Goal: Increase Feature Adoption With New Users

Onboarding is a critical part of every app's experience. It's not only the first chance at a great first impression, but an opportunity to show users features that will help them.

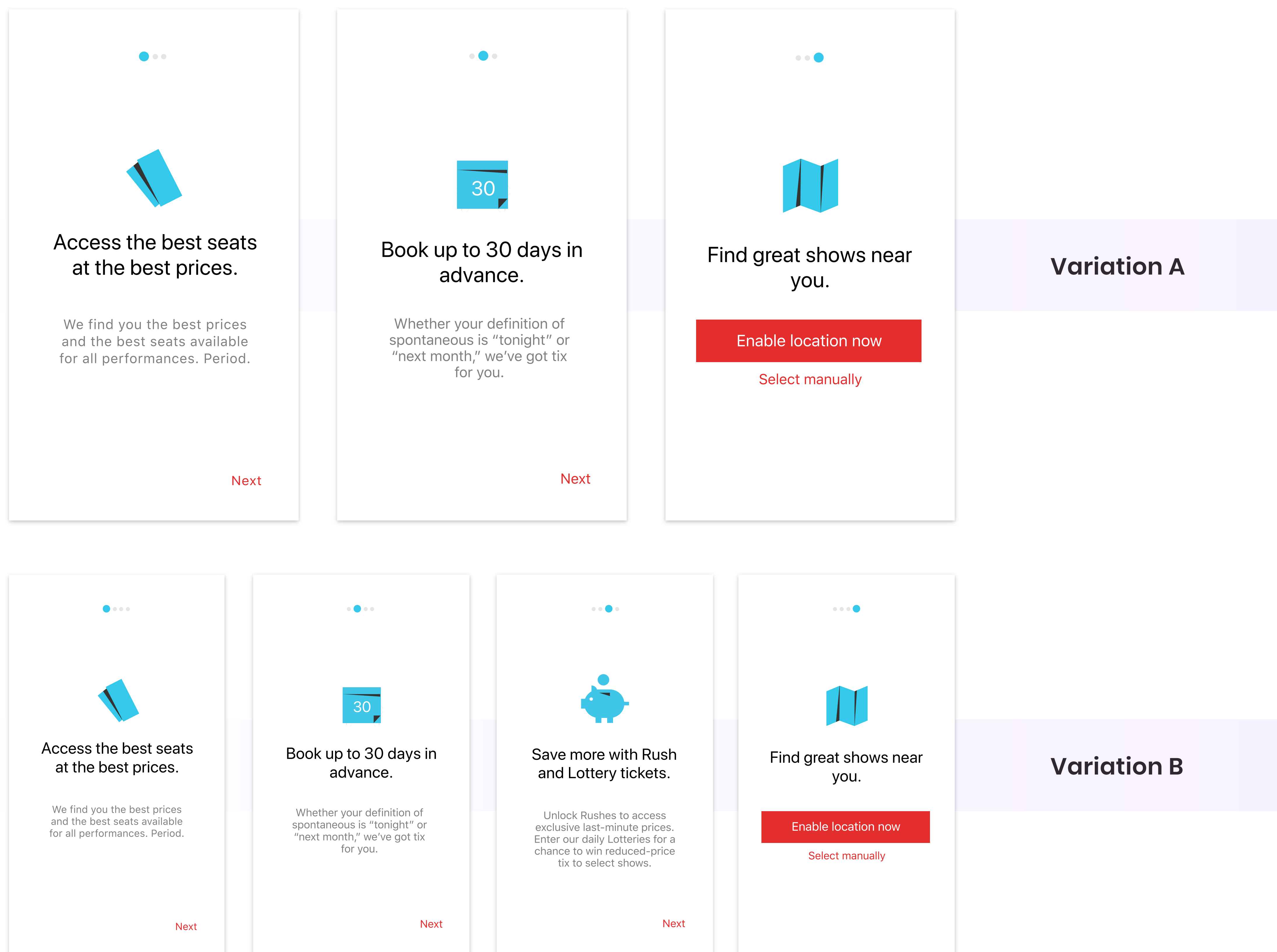
TodayTix found that their Rush and Lottery ticket purchase features were going unnoticed by new users because there was no information about the features when users first opened the TodayTix app.

"We noticed a lot of new customers would come into the app and not make any purchases in their first couple sessions after downloading," says Pragya Saboo, Product Manager at TodayTix. "We felt there was a need for users to be familiarized with our features before they started using the app. Product Managers tend to forget that a feature might not be as intuitive to an average app user. The educational piece of onboarding is important to help them understand all of the ways they can use the app."

Their Solution: Infuse Feature Education Into Their Onboarding Flow

To gauge how changing up their onboarding flow would impact feature adoption, sign-up rates, and ticket sales, TodayTix started A/B testing on their iOS app using Taplytics.

The team designed two variations of a new onboarding flow. One onboarding variation was longer, but contained more information around the Rush and Lottery ticket purchasing features:



They assumed that a longer version would prevent more users from completing registration and purchasing a ticket. "We were under the assumption that our customers don't want to read, and instead speed through onboarding because they just want to get in there and buy their ticket," says Pragya.

To the team's surprise, Variation B performed the highest in converting new users to both complete registration and buy tickets. Users were reading all of the information and making purchases accordingly. Variation B became the standard onboarding for TodayTix's iOS and Android apps.

Their Results: Increased Registrations And Purchases

↑ **59.7%** increase in registrations

↑ **9.1%** increase in purchases

"Implementing an optimized onboarding flow was a low cost, low tech investment. It wasn't difficult, but the impact was extremely high."



Pragya Saboo
Product Manager, TodayTix