

YOURGXC | GREAT ACQUISITION. TERRIBLE ACTIVATION.

WE FIXED THE SAAS ONBOARDING JOURNEY—AND BOOSTED USER ACTIVATION BY 55% IN 30 DAYS.

Business Type:

SaaS Startup

Model:

Freemium with optional paid upgrade

Client Since:

Q4 2024

This fast-growing SaaS company had strong acquisition, but poor retention. Most users dropped off before completing onboarding.

CLIENT OVERVIEW

THE CHALLENGE

Only 30% of users activated their account successfully. Most left during the first 7 days. There were no nudges, success paths, or in-app cues guiding users.

Key Issues:

Unstructured onboarding flow

Missing success metrics or activation goals

Lack of communication between sign-up and support

We created a Day 0-7 Customer Journey Map focused on:

First login experience

Tooltips and guides

Follow-up email logic

Internal success definitions

OUR APPROACH

SOLUTIONS IMPLEMENTED

In-app onboarding walkthroughs with checklists

Tooltip and guide system for key features

Email sequence for incomplete users

Activation-based support alerts for customer success team

55% increase in user activation

30% decrease in churn within the first week

Positive qualitative feedback from trial users and beta groups

RESULTS (WITHIN 30 DAYS)

CLIENT QUOTE

"This made our onboarding process
frictionless.
We finally saw people sticking around."

Product Lead, SaaS Startup

YOURCXC

**FIX THE EXPERIENCE.
GROW THE REVENUE.**

YOURCXC.COM
EXPERIENCE@YOURCXC.COM