

SKPTST

Behavior & Funnel Decision Brief

SAMPLE subject: landing page test for a meal-planning app

SAMPLE

Generated: 2026-09-28 · Confidence: Medium

Winning behavior: clicking through the “5-minute plan” promise.

Sample report with illustrative demo values. Not a real study, customer or market claim.

EXECUTIVE SUMMARY

- A's concrete time promise outperformed B at every funnel step (SAMPLE data).
- The biggest drop-off for both is signup > checkout.
- Payment counts are too small to support a pricing conclusion.

DECISION

Recommended action: ship A's message, redesign checkout, re-test.

1,240 (SAMPLE)

Visitors

€180 (SAMPLE)

Budget

7

Run time (days)

01 WHAT HAPPENED

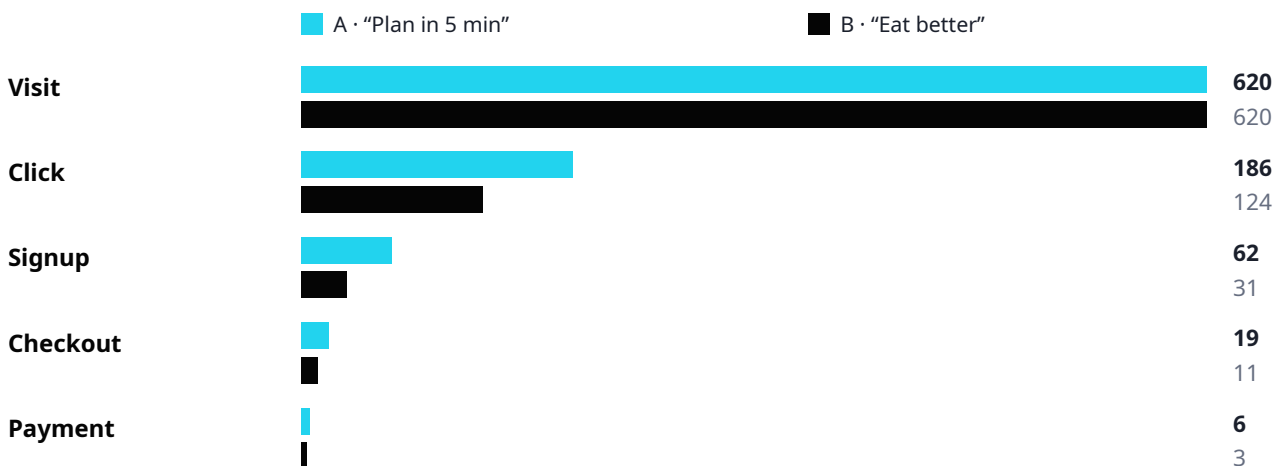
Across 1,240 SAMPLE visitors, A produced 62 signups vs 31 for B.

02 WHAT IT LIKELY MEANS

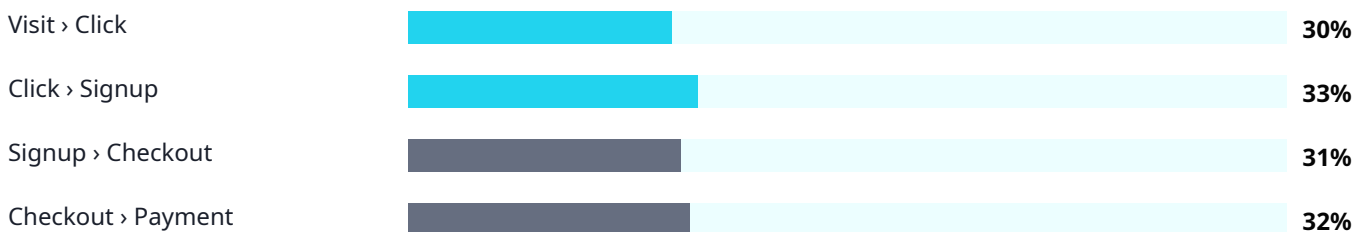
Speed is a stronger hook than health outcomes for this audience — likely, not proven.

03 VARIANT COMPARISON

Events per variant (SAMPLE counts).



04 STEP CONVERSION A (SAMPLE %)



05 RECOMMENDED ACTION

Adopt A's headline; test visible pricing next.

METHODOLOGY

Two landing variants split 50/50 on paid social traffic. Events tracked: click, signup, checkout start, payment intent. No personal data beyond consented analytics.

UNCERTAINTY NOTES

- Sample size too small for fine segment claims.
- Paid traffic may differ from organic visitors.

EVIDENCE & SOURCES

Analytics events

Behavioral · SAMPLE export

Ad platform

Traffic · Spend and reach (SAMPLE)

NEXT STEP

Re-run SKPSIS on pricing before scaling spend.

SKPSIS

Adversarial research

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SKPTIK

Synthetic decision panel

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SKPTST

Observe real behavior