

REDUCING CONVERSION FRICTION IN THE REVENUE LIFECYCLE

Why context matters more than incentives when the audience already has intent



OVERVIEW

Revenue problems often show up long before revenue is involved. This case examines how a high intent audience responded not to better incentives, but to a conversion experience designed around context, resulting in insight that directly informed product direction.



BUSINESS CHALLENGES

The challenge was initially framed as a messaging and motivation problem. Participation lagged despite refined copy and the introduction of gift card incentives, suggesting that conventional levers were not addressing the true barrier to conversion.

What appeared to be a demand issue was, in fact, a friction issue driven by time constraints and perceived effort.



OBJECTIVE

The goal shifted from increasing volume to reducing friction by redesigning the conversion experience so that participation felt intentional, relevant, and respectful of the audience's limited time.



STRATEGIC SHIFT

Once the market signal was clear, the strategy moved away from volume and toward intentionality. Outreach was reframed as a selective request for insight rather than a transactional exchange, with clearer context around why participation mattered and how it would be used. Execution still occurred one to many, but the experience no longer felt automated or generic, reducing friction without increasing pressure.



CONVERSION MECHANICS

Conversion improved through clarity rather than pressure. The purpose of participation was explicit, expectations around time commitment were realistic, and the ask aligned with how this audience evaluated value.

Momentum returned without expanding reach, confirming that the existing audience was sufficient once friction was removed.



OUTCOME & REVENUE LEARNING

Participation increased and the insights gathered directly informed a product already on the roadmap, accelerating confidence in product decisions and prioritization. The broader learning extended beyond this initiative, reinforcing that go to market motions cannot be reused indiscriminately, even with adjacent audiences and trusted brands. Conversion is contextual, and revenue consistently reveals where assumptions break down long before teams expect it.