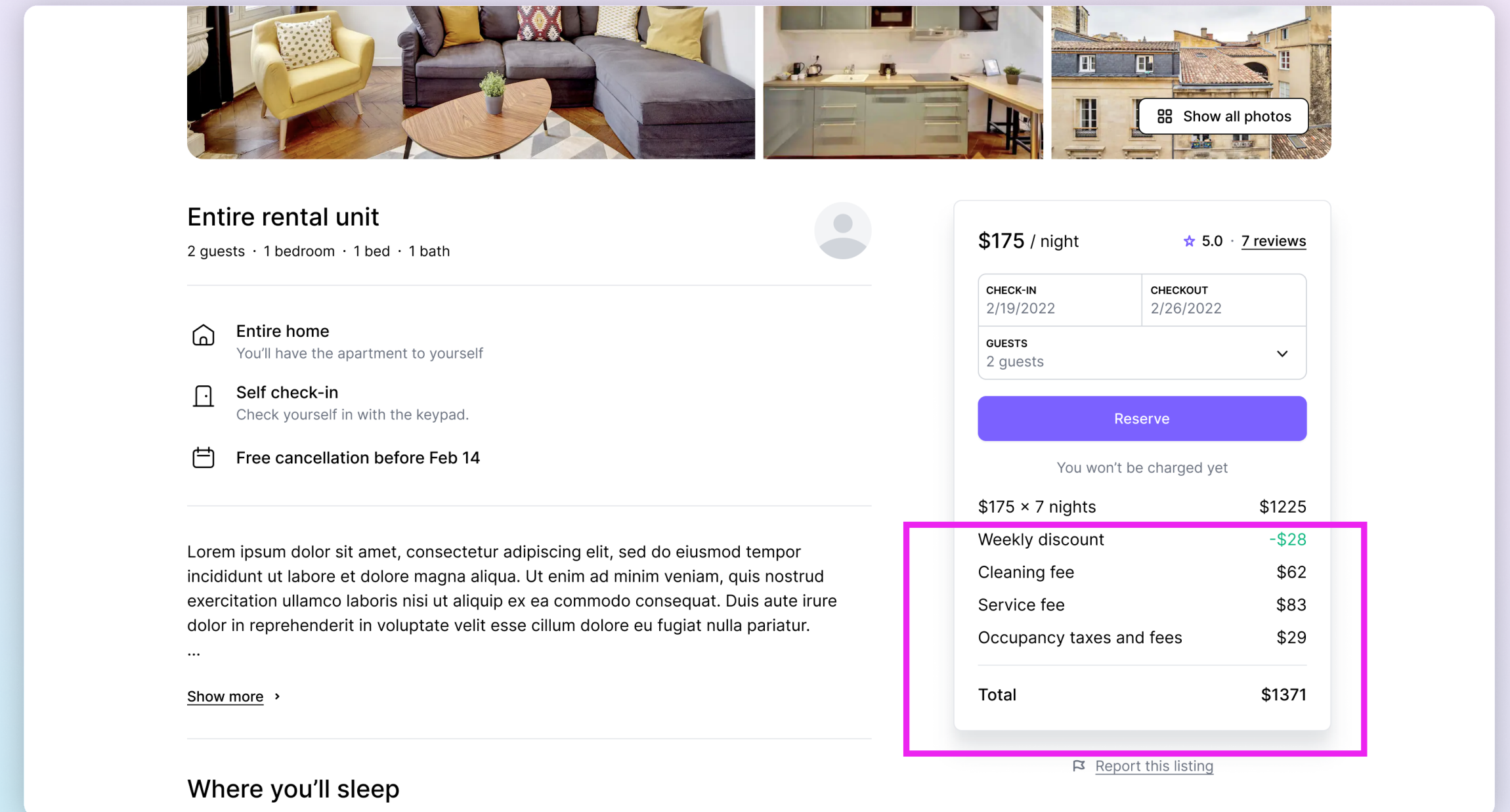


# New Pricing

**DATES** Sep 02, 2023 - Sep 16, 2023

**OWNER**  Josh Hanson

**DECISION**  Show total fees on product page



The screenshot shows an Airbnb listing for an 'Entire rental unit' with 2 guests, 1 bedroom, 1 bed, and 1 bath. The listing is for 'Entire home' with self check-in and free cancellation before Feb 14. The price is \$175 per night. The listing has a 5.0 rating from 7 reviews. The booking details show a check-in on 2/19/2022 and a check-out on 2/26/2022 for 2 guests. A 'Reserve' button is visible. A price breakdown table is shown on the right, with a pink box highlighting the 'Total' row. The total price is \$1371. A 'Report this listing' link is at the bottom right.

**Entire rental unit**  
2 guests · 1 bedroom · 1 bed · 1 bath

**Entire home**  
You'll have the apartment to yourself

**Self check-in**  
Check yourself in with the keypad.

**Free cancellation before Feb 14**

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[Show more](#) >

**Where you'll sleep**

**\$175 / night** ★ 5.0 · 7 reviews


CHECK-IN	CHECKOUT
2/19/2022	2/26/2022
<b>GUESTS</b> 2 guests	

**Reserve**

You won't be charged yet

\$175 × 7 nights	\$1225
Weekly discount	-\$28
Cleaning fee	\$62
Service fee	\$83
Occupancy taxes and fees	\$29
<b>Total</b>	<b>\$1371</b>

[Report this listing](#)

 Show total fees on product page

# Executive Summary

## Hypothesis

If we show total fees on product page instead of just at checkout, we will increase 1-day purchase conversion by 5%.

## Key Takeaways

The New Pricing experiment yielded significant results, revealing an impressive **11.69%** increase in the primary metric of 1-day purchase conversion. This outcome strongly supports the hypothesis that displaying total fees on the product page influences users positively, leading to quicker purchasing decisions. The enhanced transparency seemingly reduced friction in the buying process, encouraging users to commit to their purchases promptly. This key finding underscores the critical role of transparent pricing information in driving conversions, highlighting the potential for improved user experience and increased revenue for the business.

## Decision

ROLLED OUT VARIANT: **B** Show total fees on product page

## Links



Figma Mocks



#product-page-experiments



Product Requirements Doc



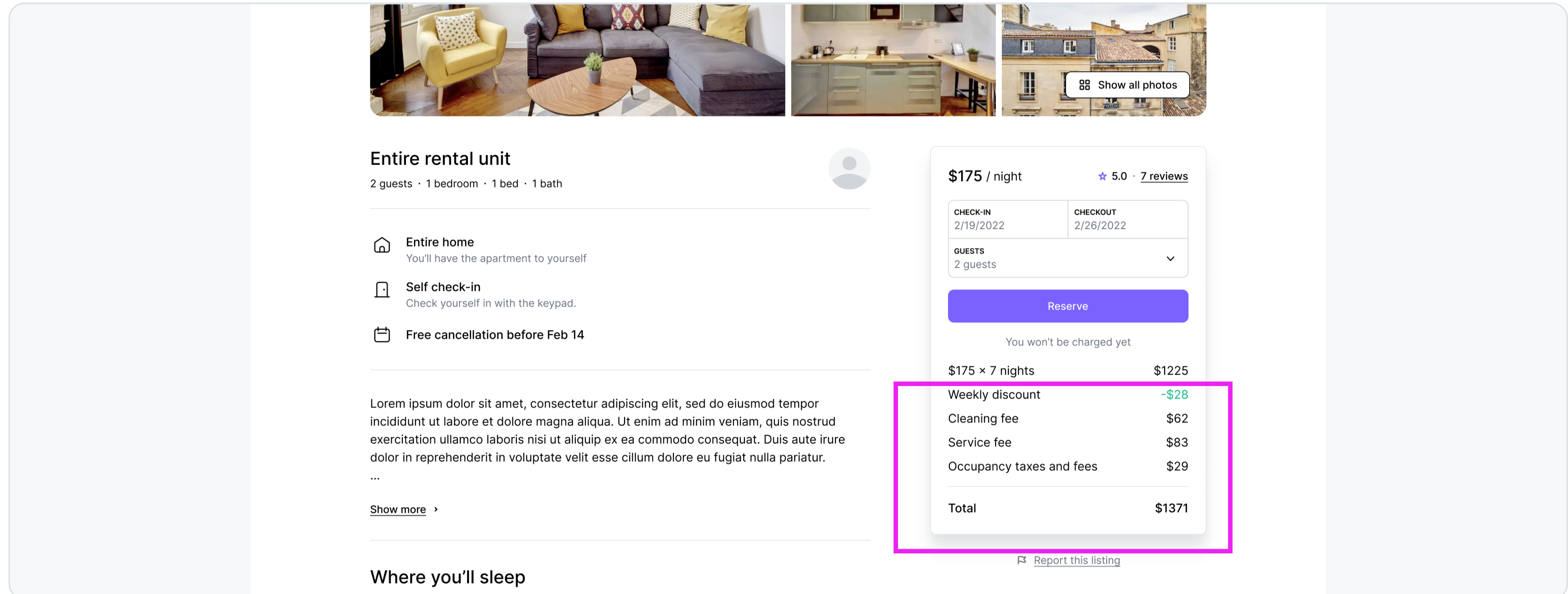
Jira Issue: EP-1234

# Experiment Variations

## B Show total fees on product page

treatment\_1

Users see total fees on the product page as well as at checkout.



**Entire rental unit**  
2 guests · 1 bedroom · 1 bed · 1 bath

**Entire home**  
You'll have the apartment to yourself

**Self check-in**  
Check yourself in with the keypad.

**Free cancellation before Feb 14**

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[Show more](#)

**Where you'll sleep**

**\$175 / night** ☆ 5.0 · 7 reviews

CHECK-IN	CHECKOUT
2/19/2022	2/26/2022

**GUESTS**  
2 guests

**Reserve**

You won't be charged yet

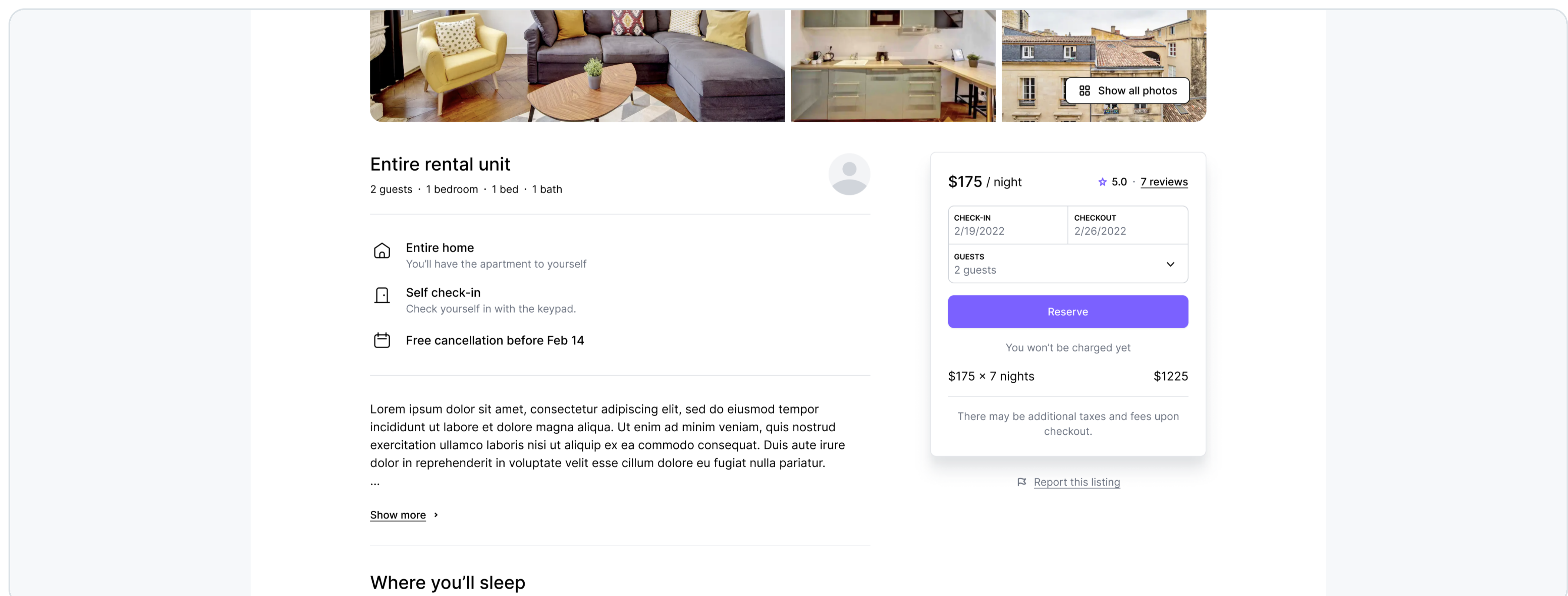
\$175 × 7 nights	\$1225
Weekly discount	-\$28
Cleaning fee	\$62
Service fee	\$83
Occupancy taxes and fees	\$29
<b>Total</b>	<b>\$1371</b>

[Report this listing](#)

## A Control

control

Users see total fees only at checkout.



**Entire rental unit**  
2 guests · 1 bedroom · 1 bed · 1 bath

**Entire home**  
You'll have the apartment to yourself

**Self check-in**  
Check yourself in with the keypad.

**Free cancellation before Feb 14**

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[Show more](#)

**Where you'll sleep**

**\$175 / night** ☆ 5.0 · 7 reviews

CHECK-IN	CHECKOUT
2/19/2022	2/26/2022

**GUESTS**  
2 guests

**Reserve**

You won't be charged yet

\$175 × 7 nights \$1225

There may be additional taxes and fees upon checkout.














[Report this listing](#)

# Primary and Guardrail Metrics

We observed purchase conversion increased along with add-to-cart → checkout conversion. We did not see any decrease in purchase conversion in our key selling regions.

**B** Show total fees on product page

 CUPED

Metrics	<b>A</b> Control	<b>B</b>	Lift	-30%	-15%	0%	15%	30%
Purchase Conversion within 1 Day <span>Primary</span>	0.18	0.21	 11.69% 					
Add-to-Cart -> Checkout Conversion	0.92	0.94	 1.75% 					
Purchase Conversion (United States)	0.032	0.036	 12.71%					
Purchase Conversion (Asia)	0.060	0.067	 11.68%					
Purchase Conversion (Europe)	0.061	0.069	 13.27% 					

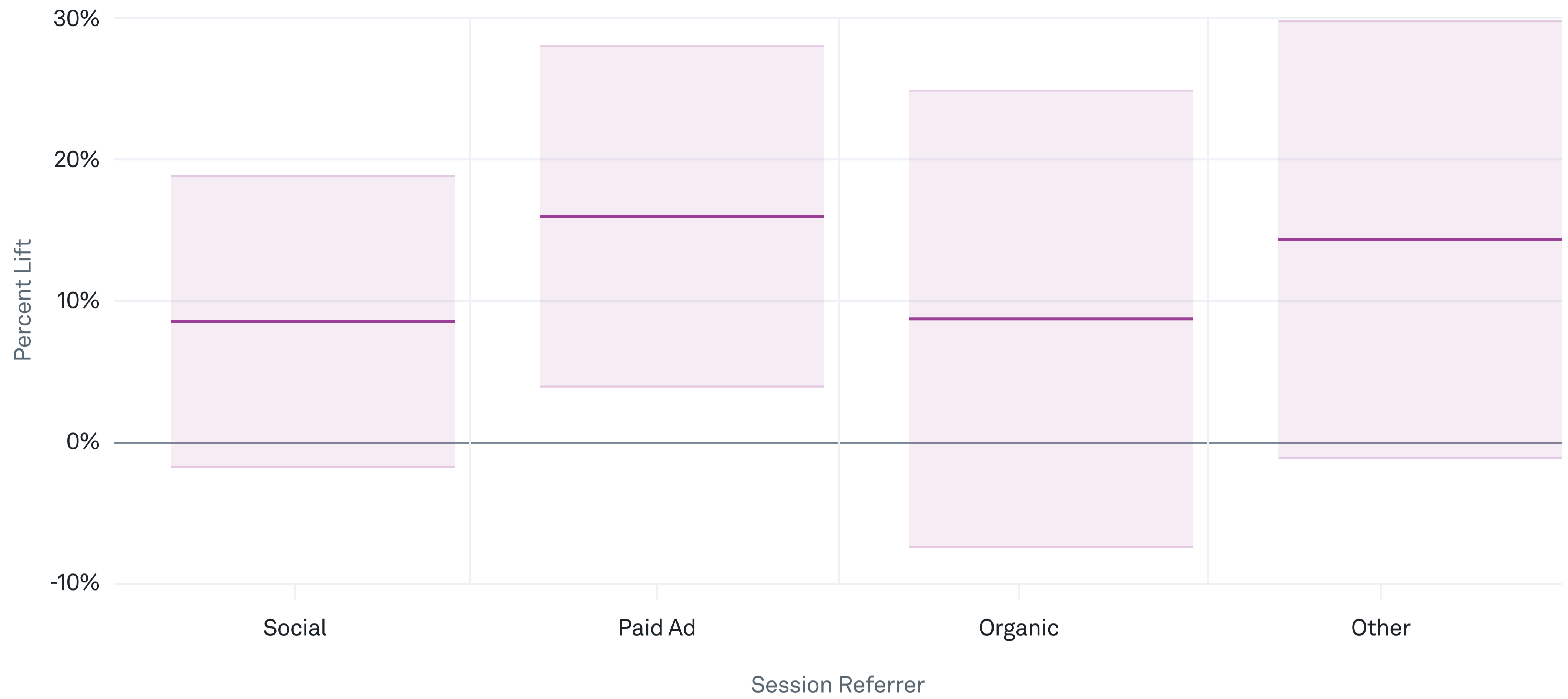
# Metric Deep-dive

## Purchase conversion within 1 Day by Session Referrer

We observe a significant increase in purchase conversion amongst paid ad traffic. Transparency with this segment, which has a heavy intent to purchase, makes the most impact.

### Purchase conversion within 1 Day by Session Referrer

**B** Show total fees on product page vs. **A** Control



PERCENT LIFT + CONFIDENCE INTERVAL

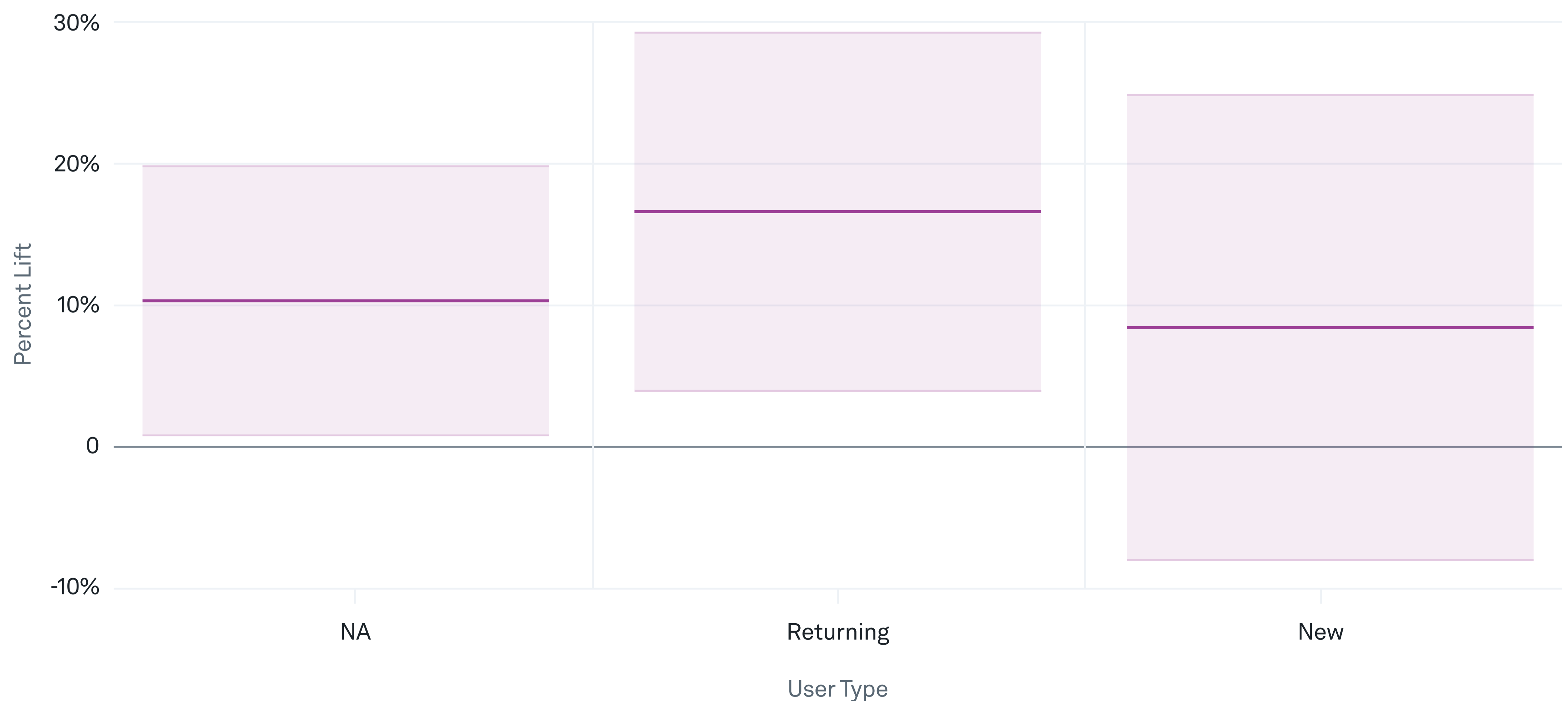
**B** Show total fees on product page

## Purchase conversion within 1 Day by User Type

Returning users also had a statistically significant increase while new users did not have a significant effect. Because returning users have greater intent than new users, this also aligns with the takeaway above.

### Purchase Conversion within 1 Day by User Type

**B** Show total fees on product page vs. **A** Control

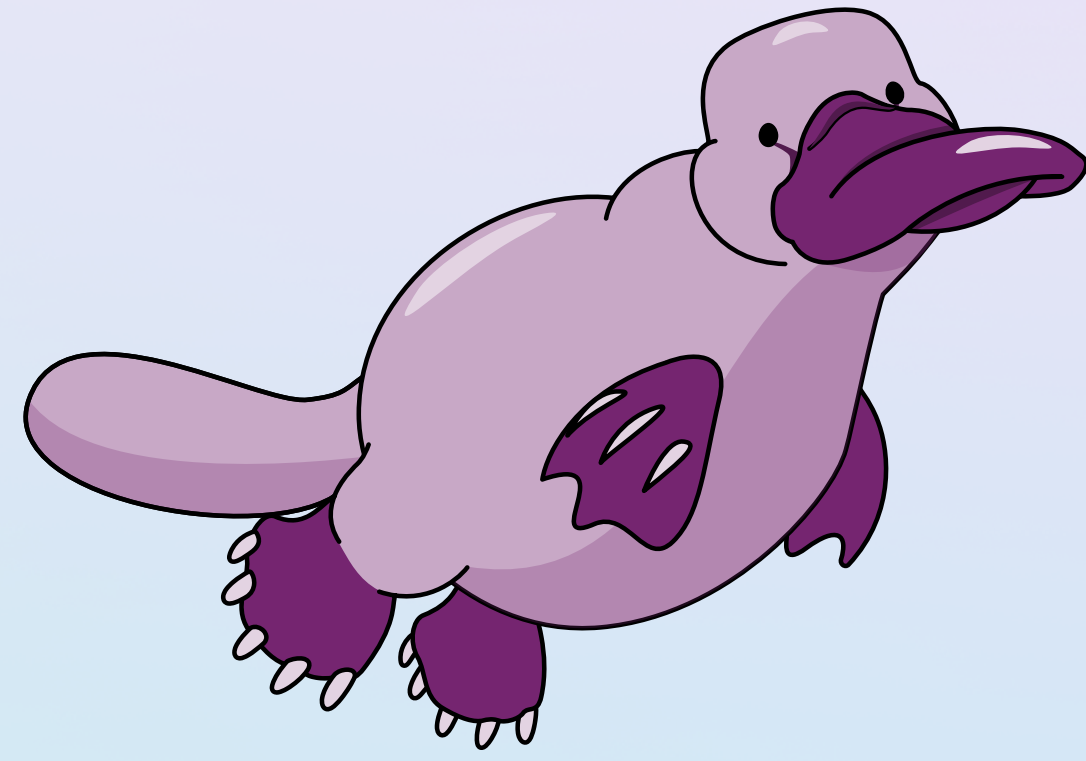



PERCENT LIFT + CONFIDENCE INTERVAL

**B** Show total fees on product page

## Next Steps

The substantial increase in the primary metric not only validates the effectiveness of the new pricing display but also emphasizes the importance of user-centric design decisions in shaping online purchasing behavior. These insights can be leveraged to optimize the user interface, emphasizing transparency and enhancing the overall user experience, thus further driving conversions and revenue.



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