Printify + **Appcues**

Printify saw a 10% uplift in Flow conversion using the power of data and Appcues

ABOUT PRINTIFY

Printify is the technology platform that's made it possible for millions of people around the world to become entrepreneurs by selling high-quality customized merchandise online. At Printify, product marketing is nested under the growth team—and they do everything from launching new features, improving overall feature adoption, increasing activation, telling customer stories, and more. Krists, our onboarding hero of the hour, focuses on user activation.

USE CASES

Activation

Onboarding

SUMMARY

Printify quickly builds in-app experiences to test their activation and adoption hypotheses, using control groups before going live to ensure it has the desired impact.

"Appcues is great. You can build and iterate an MVP quickly. For example, I saw a page that was creating a bottleneck where people were dropping off because they just lacked context or education overall"
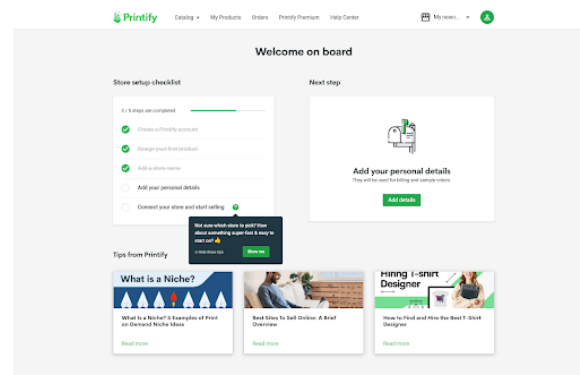
Krists Tauriņš, Product Marketing Manager

"Based on [my analysis], I developed 4 separate Flows focused specifically on connecting a store. The Flows were contextually placed to target merchants when it made the most sense in their journey, aka when connecting their store was relevant. So these Flows weren't guiding merchants through the whole onboarding experience of how you should set up a product, etc. It was focused on one specific thing–connecting their first store—as this was a crucial step in the 'setup moment' that we wanted to test and improve."

Turns out, Krists was right! Starting their Flow with a subtle-but-friendly tooltip that offered up more information—vs. interrupting a user—resulted in a 10% uplift in Flow conversion as users clicked from tooltip to modal.

It's the perfect recipe for in-app messaging success:

✨ Timing ✨Copy ✨Context ✨Call to Action ✨Segmentation

Read more about Printify