ILLUSTRATIVE SIGN-UP FUNNEL

The average stayed flat. A segment fell.

A larger share of returning visitors kept overall conversion at 60%.

	Before	After
Returning visitors	**80% (40/50)**	**70% (70/100)**
New visitors	**40% (20/50)**	**40% (20/50)**
All visitors	**60% (60/100)**	**60% (90/150)**

Example only. Counts show sign-ups divided by visitors in each segment.