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Rethinking the product registration funnel

ACROSS THE ENTIRE CUSTOMER JOURNEY





RETHINKING THE PRODUCT REGISTRATION FUNNEL ACROSS THE ENTIRE CUSTOMER JOURNEY

KEY WINS

+66%

Overall growth in product registrations

+53%

Growth in registration
rate from the menu
item

+27%

Growth in sign-up rate from the login page

MAIN CHALLENGE

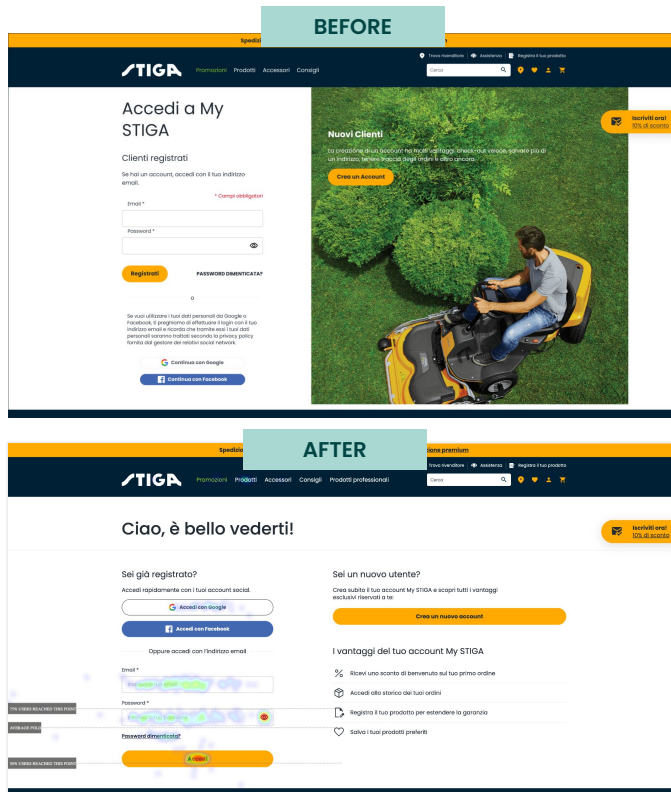
Stiga had identified a fragmented product registration funnel across multiple touchpoints, with an average completion rate of 20% and a 43% drop-off between clicking the menu and accessing the account area.

The main challenge **was to transform a fragmented journey into an integrated flow**, removing friction points and making registration **more visible from the site's primary touchpoints**.

HOW TO

- We mapped the **funnel's key touchpoints** and **analyzed user behavior** in core markets using analytics and session recording tools, identifying the main drop-off and friction points.
- **By redesigning the sections** closest to registration, such as the account area, the login page, and the registration landing page, we **made navigation clearer** and gave greater prominence to the registration process.
- We **integrated registration forms and cards** into the homepage and support area, while **removing unnecessary steps** from existing processes, such as redirecting logged-in users to the login page when clicking the menu item.

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WANT TO LEARN MORE?
LET'S TALK :)

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