A/B Price Testing Tracking Sheet Example

Experiment Name	Objective	Variations	Metrics Tracked	Target Segment	Dates	Results	Key Learnings
#1 Premium Plan Price Increase	What industries do your best customers operate in?	Control (A): Current price ($100/month) Variation 1 (B): Price increased by 10% ($110/month) Variation 2 (C): Price increased by 20% ($120/month)	MRR Conversion rate to Premium plan Churn rate of Premium plan users Customer Lifetime Value (CLV)	Existing Premium plan users and new users considering the Premium plan	Start Date: [Date] End Date: [Date]	Variation B (10% increase) had the highest MRR and conversion rate. Variation C (20% increase) had a slightly lower conversion rate but a higher ARPU. Churn rate remained consistent across all variations.	A 10% price increase for the Premium plan is optimal for maximizing MRR. A 20% price increase could be considered for specific customer segments with higher willingness to pay.
#2 Annual Billing Discount	Reduce churn by offering a discount for annual subscriptions.	Control (A): Monthly billing only. Variation 1 (B): Annual billing with a 10% discount. Variation 2 (C): Annual billing with a 20% discount.	Churn rate Annual recurring revenue (ARR) CLV	All new users	Start Date: [Date] End Date: [Date]	Variation C (20% discount) had the lowest churn rate and the highest ARR. Variation B (10% discount) had a moderate impact on churn.	Offering a significant discount (20%) for annual billing can effectively reduce churn and increase ARR. Consider the impact on short-term cash flow when offering larger discounts.
#3 Freemium Plan Limitations	Increase conversion from free to paid plans by adjusting freemium plan limitations.	Control (A): Current freemium plan limitations. Variation 1 (B): Reduce usage limits on key features. Variation 2 (C): Remove access to a specific feature.	Conversion rate from free to paid plans Number of active free users ARPU of converted users	New users who sign up for the freemium plan	Start Date: [Date] End Date: [Date]	Variation B (reduced usage limits) had the highest conversion rate without significantly impacting the number of free users. Variation C (feature removal) led to a decrease in free users and a slight increase in conversion rate.	Adjusting usage limits on key features can be an effective way to encourage upgrades without alienating free users. Removing a core feature can have a negative impact on user acquisition and overall satisfaction.

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