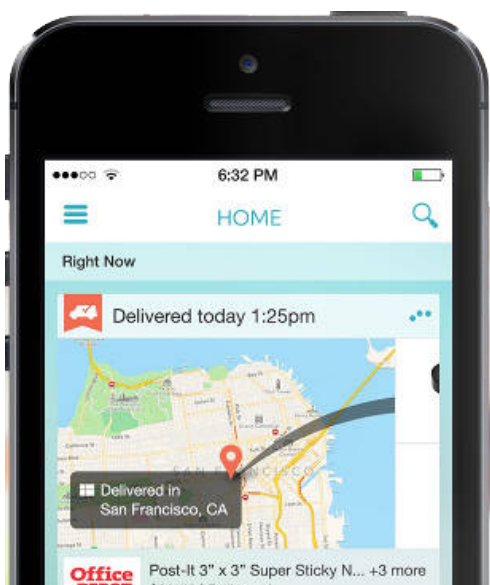# Slice Achieves 50% Increase in Onboarding Conversion Using Localytics

slice

KEY RESULTS

Slice used Localytics to identify impactful UI redesigns that led to more users linking their inboxes to the app:

- 50% increase in user interaction with the app onboarding tour
- 20% increase in new users linking their inboxes to the service

The Company: Slice

Slice makes apps that transform email into experiences that improve daily life by saving users time and money. The Slice Shopping app organizes online shopping, tracks packages and spending trends, and lets users know if something has been recalled or has gone on sale.

The Challenge: Increasing Conversions

To take advantage of the full functionality of Slice, customers must first link their email inbox to the app. Slice wanted to improve the number of users completing this final onboarding step. To encourage more users to link their inboxes, Slice decided to completely redesign their user interface (UI). They wanted to take a data-driven approach to the redesign so they could understand what was working and what wasn't at every step.

The Solution: Localytics

To measure the results of their app redesign and make further optimizations, Slice needed granular analytics that could track every event in the app. They upgraded from their previous analytics solution to Localytics to have more granularity and flexibility with their data.

Redesigned User Interface

Slice started using Localytics Analytics to track changes in conversion while redesigning each part of the app's onboarding experience. They simplified the sign-up screens, created new button styles and added new graphics and iconography. After each change, Slice was able to measure the conversion impact by using Localytics Funnels. **The redesigned app UI led to a 50% uplift in users interacting with the app's onboarding tour and a 20% uplift in inbox linking to the service.**

Optimized User Acquisition

Since launching their successful redesign, Slice has been working to acquire more users. They use Localytics Attribution to identify the most valuable ad networks and understand which campaign creative works best. **Using Localytics, they are able to identify highly engaged user acquisition sources through native iOS ads.**

> *"Localytics stood out from the pack because we could easily track all of our app data and create any report we wanted. The ability for anyone on our team to create new funnels and segments from any event in the app, right in the dashboard, made a real difference for us."*
>
> - **Tim Annan**
>   *Growth PM at Slice*