Guess the Winner

Real Paywall A/B Tests



Michal Parizek, October 15th 2026

Hey, I'm Michal from Superwall

- Product & Customer Growth @ Superwall
- 15+ years in the Product Growth roles
- Previously at Mojo (50M+ downloads app)

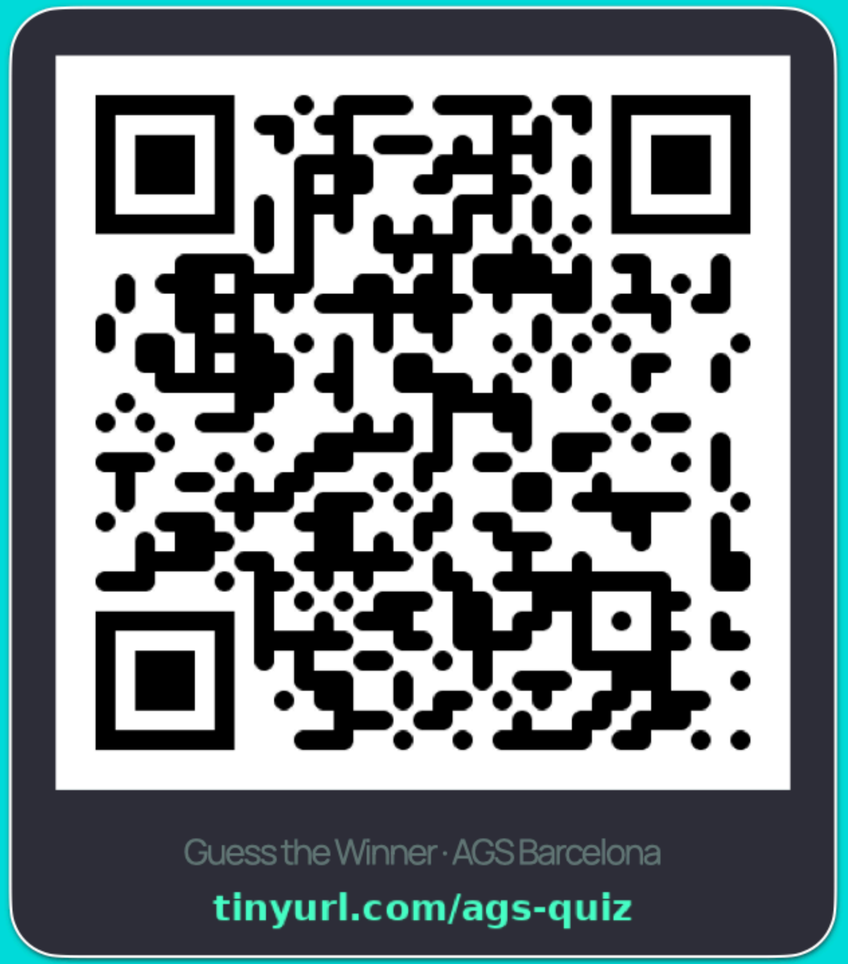


About Superwall

- AI powered monetization stack for mobile apps
- Founded in 2021 (YC S21)
- ~20 people
- 10,000+ apps
- 1,6B+ annual revenue through SW paywalls



Guess the Winner



Open this web app to compete and win the prize

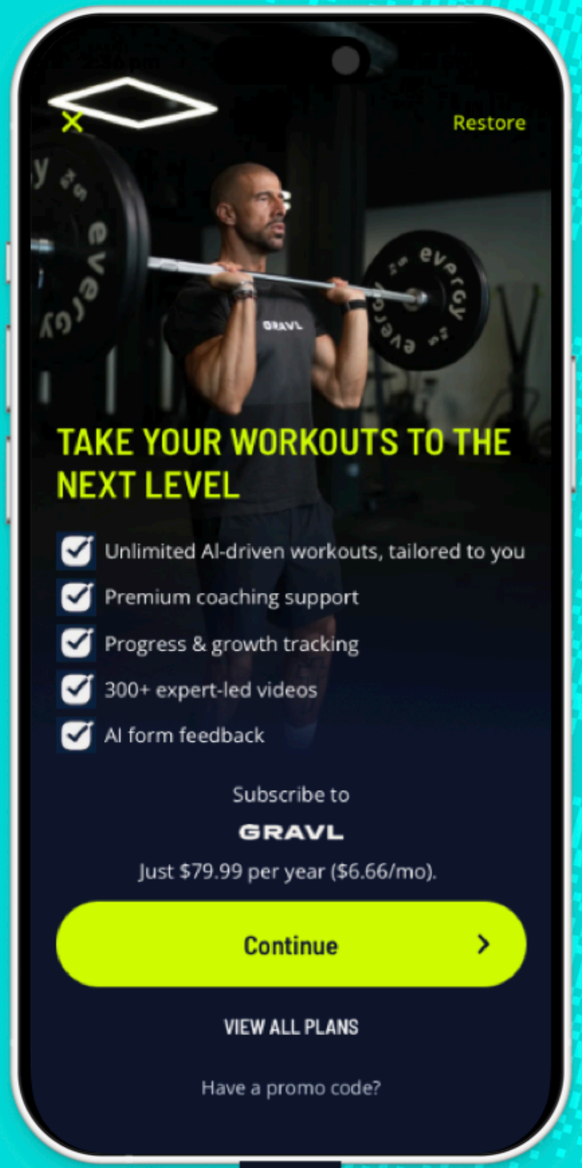
#1

Vertical:
Health & Fitness

Placement:
In-app placements

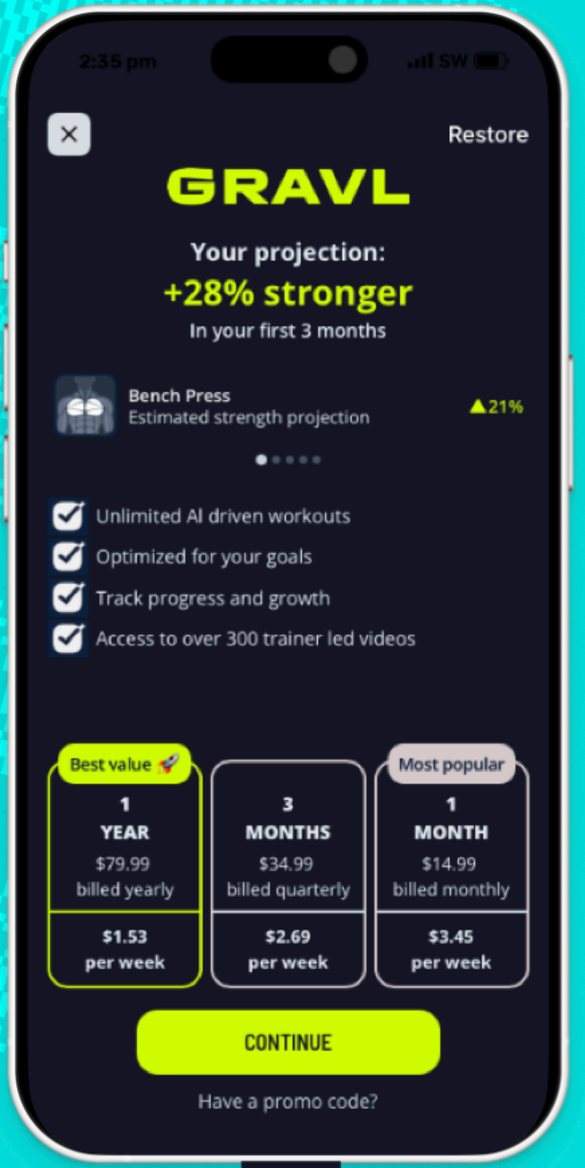
KPI:
Revenue per new user

More visual + yearly upfront



A

With personalized touch



B

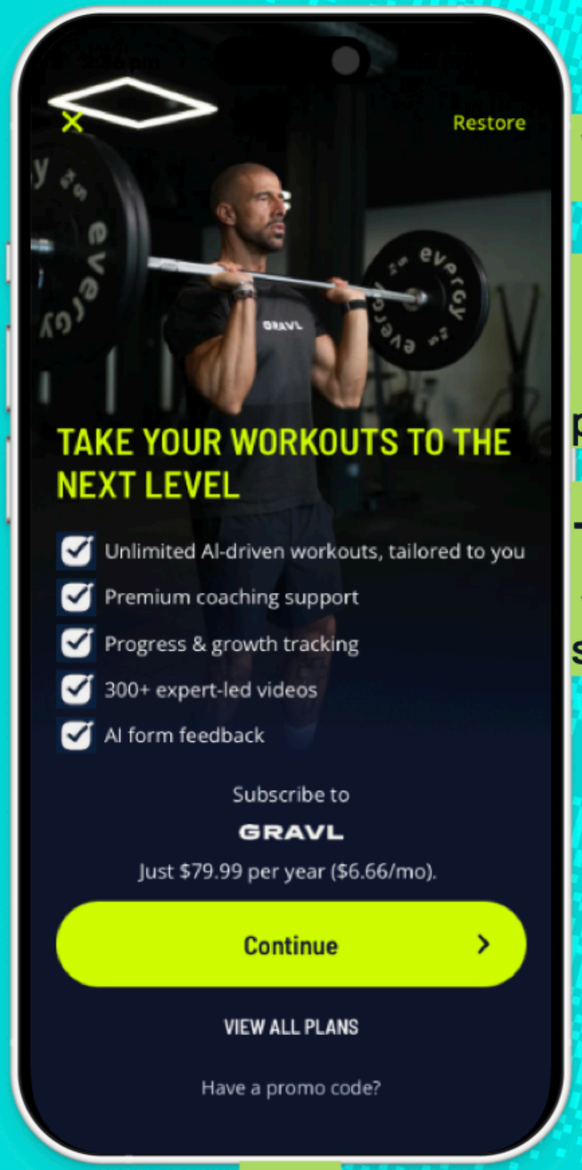
#1

Vertical:
Health & Fitness

Placement:
In-app placements

KPI:
Revenue per new user

More visual + yearly upfront



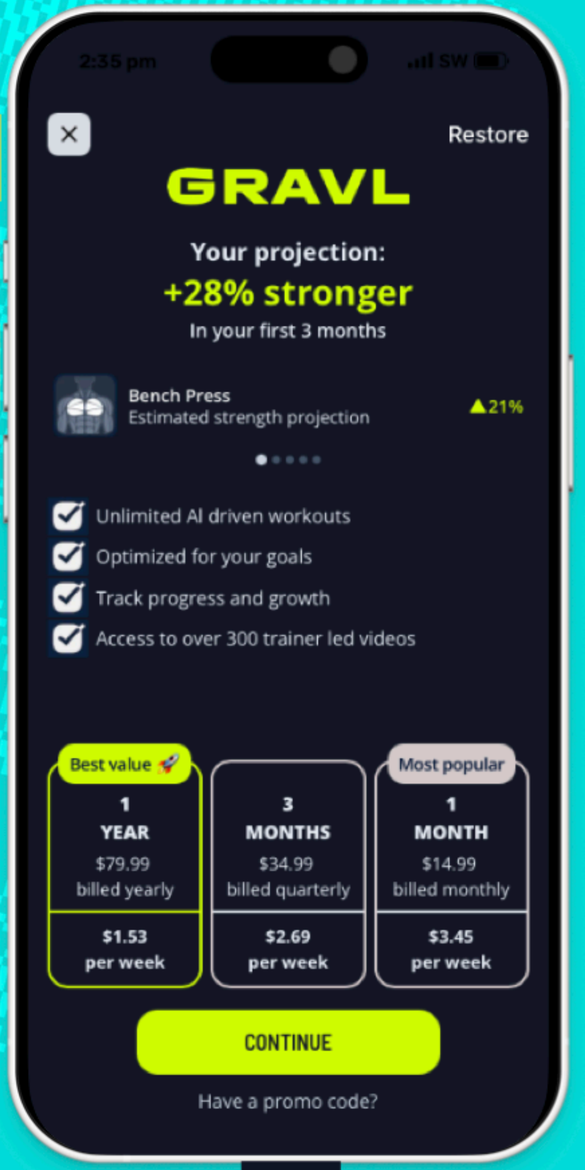
A

Winner!

+27%
new revenue per new user

+8pp
yearly plan share

With personalized touch



B

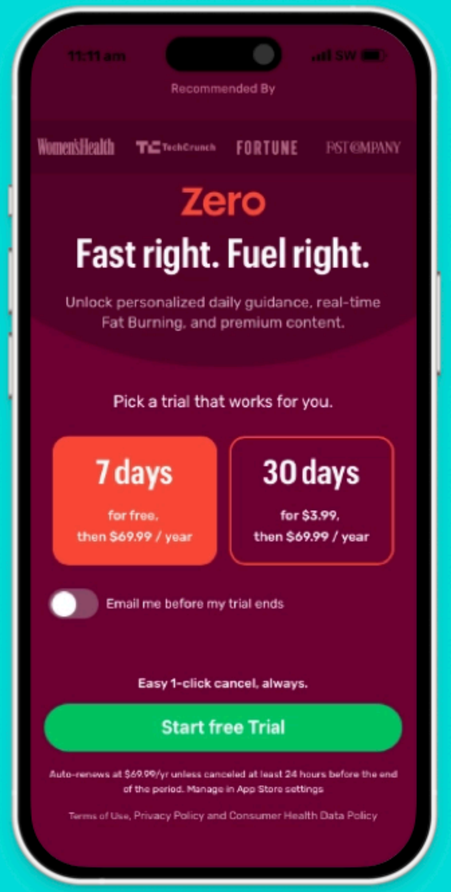
#2

Vertical:
Health & Fitness

Placement:
Onboarding

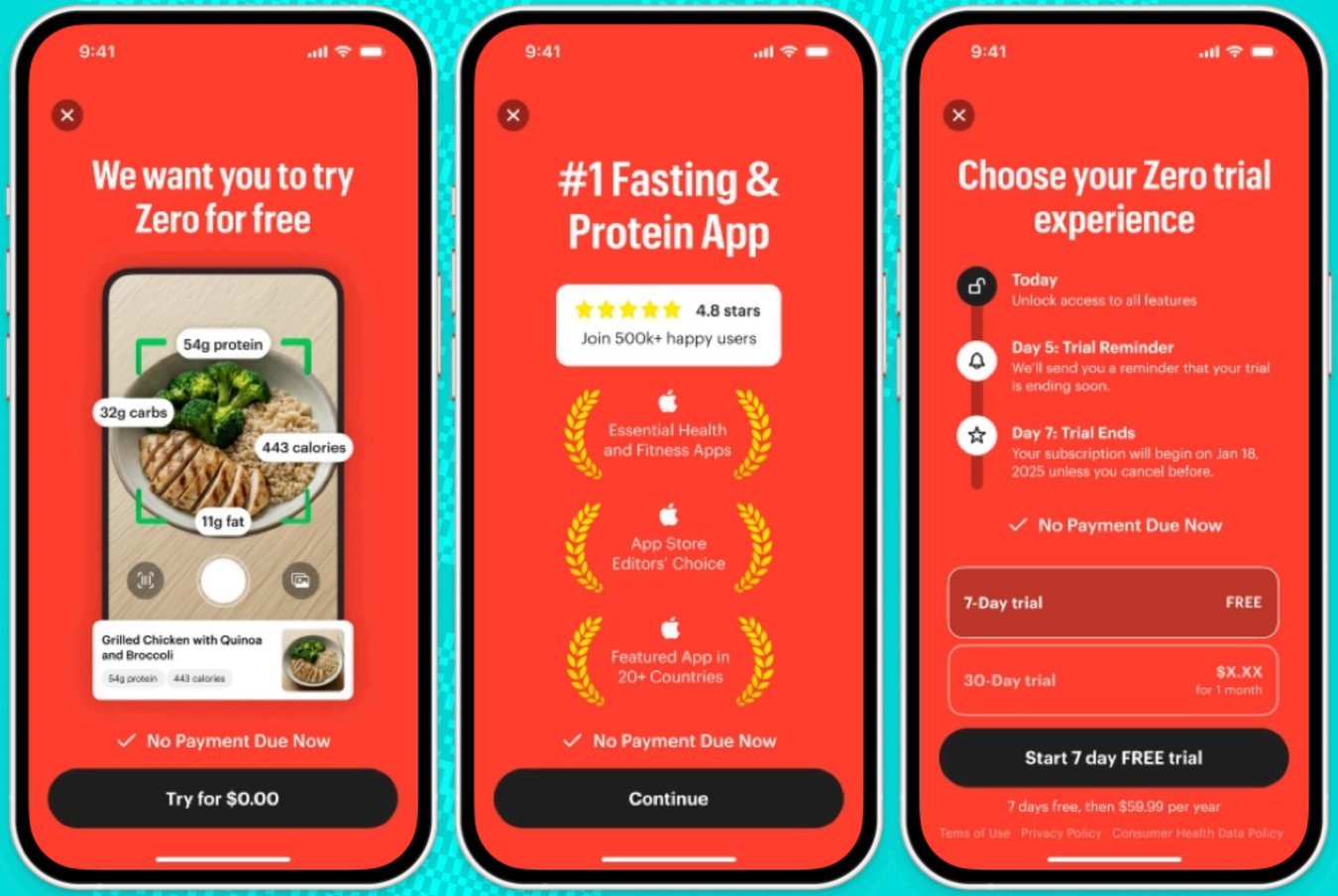
KPI:
Revenue per new user

Single-page



A

Multi-page



B

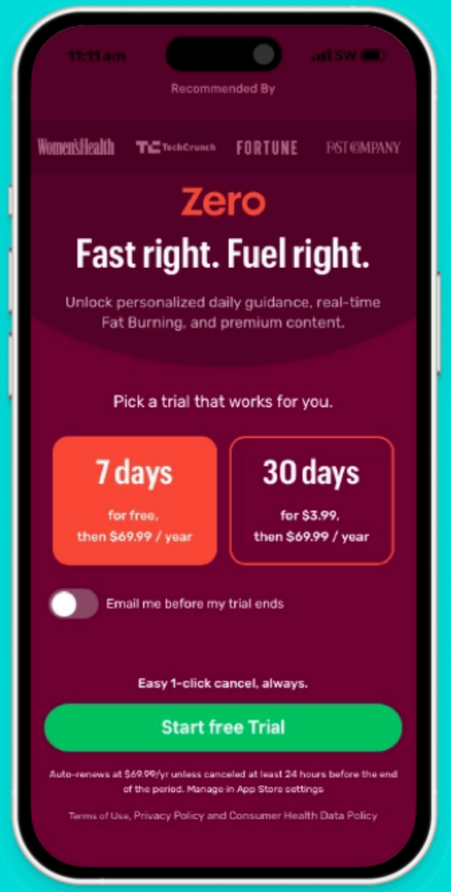
#2

Vertical:
Health & Fitness

Placement:
Onboarding

KPI:
Revenue per new user

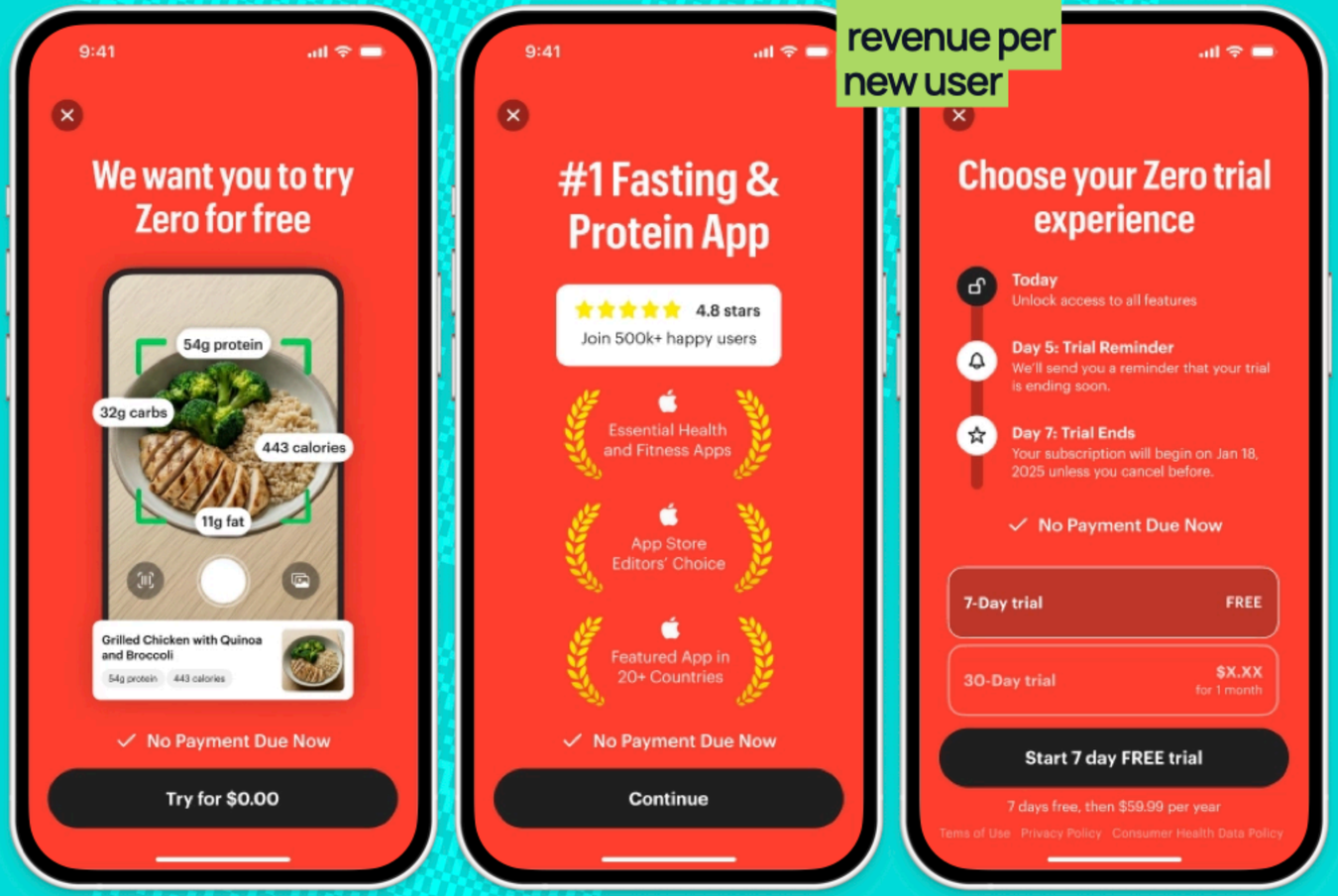
Single-page



A

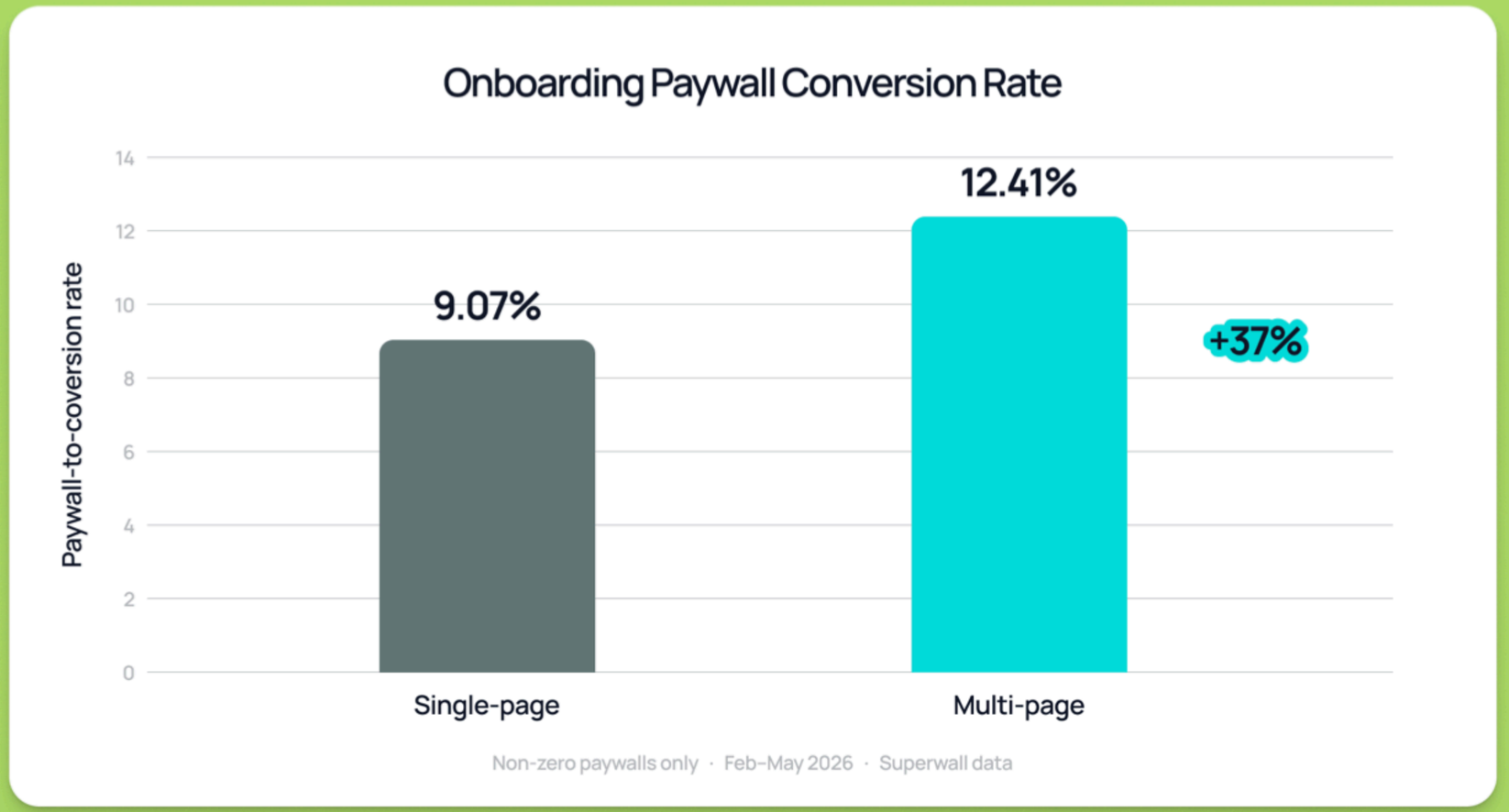
Multi-page Winner!

+24% revenue per new user



B

On average, multi-page onboarding paywalls convert 37% better than single-page



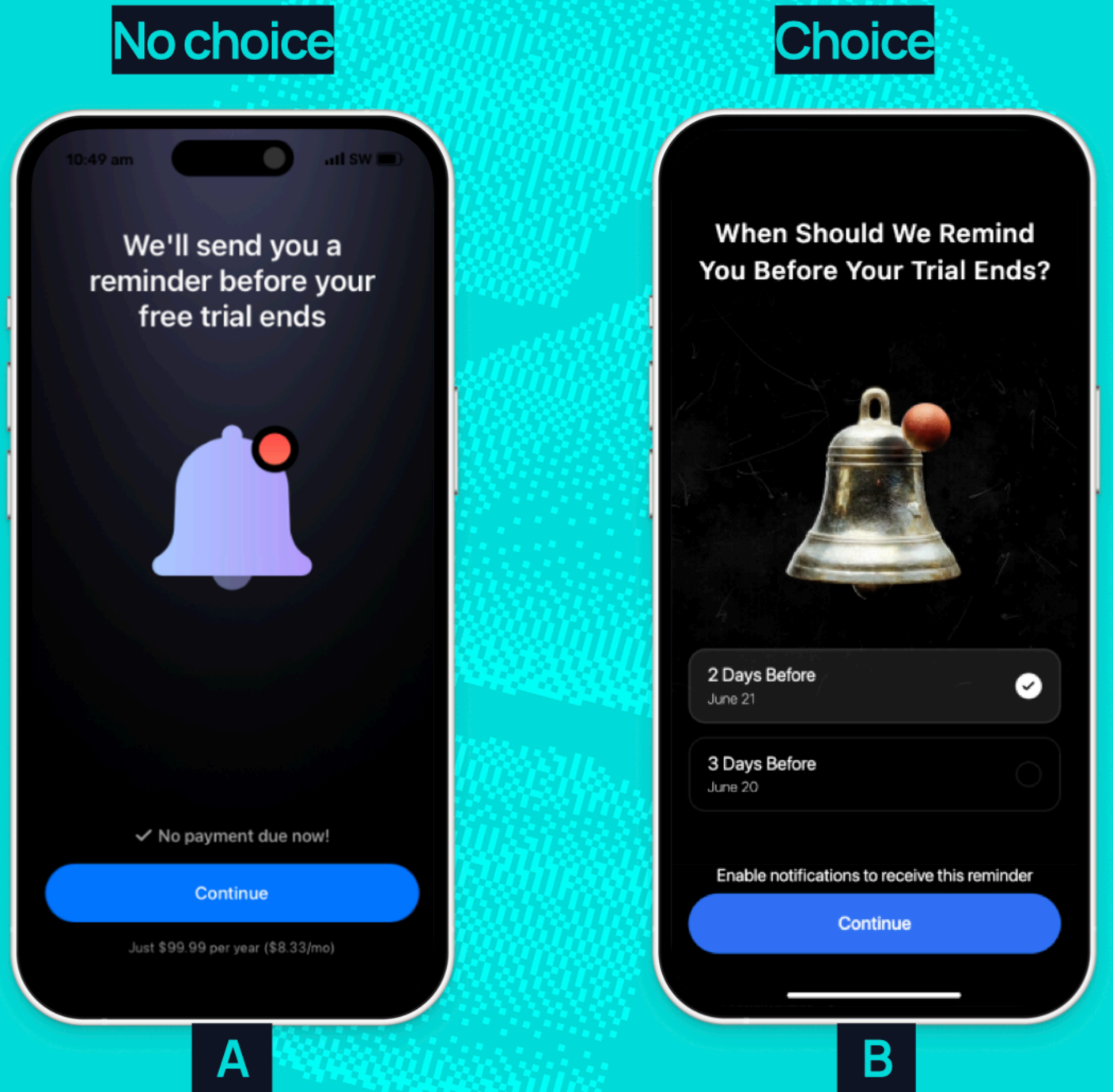
Data on 40M+ paywall opens

#3

Vertical:
Productivity

Placement:
Onboarding

KPI:
New-to-trial conversion rate



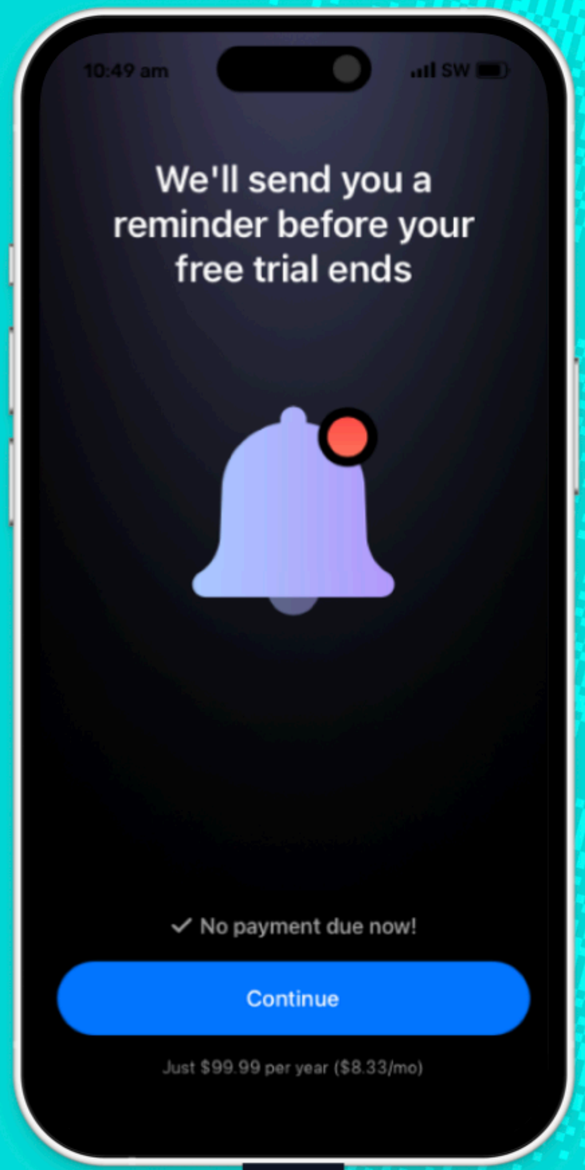
#3

Vertical:
Productivity

Placement:
Onboarding

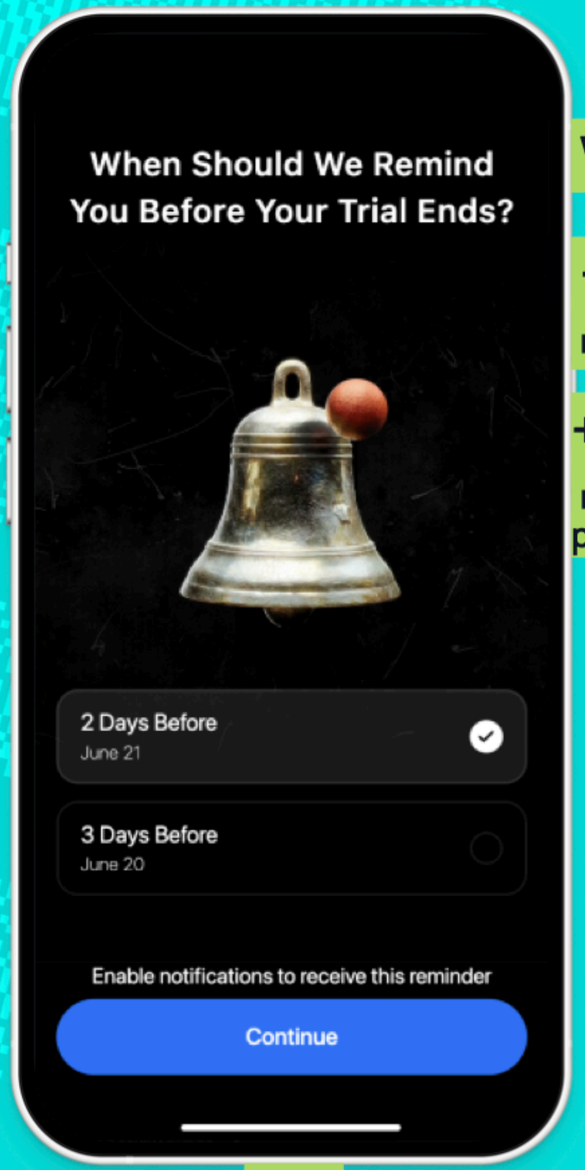
KPI:
New-to-trial conversion rate

No choice



A

Choice



B

Winner!

+23%
new-to-trial

+20%
new revenue per user

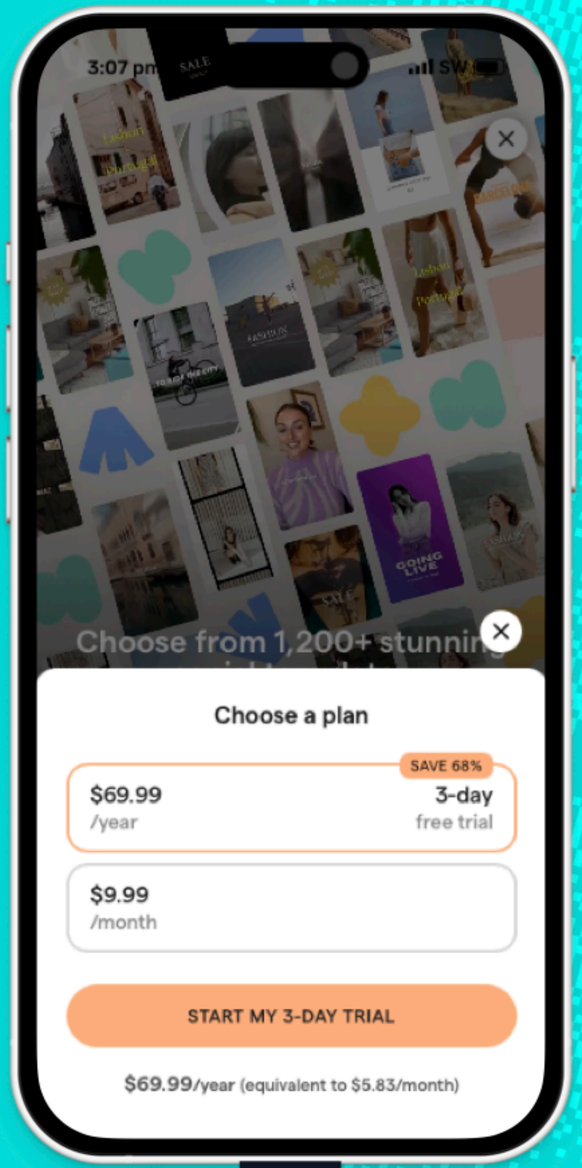
#4

Vertical:
Photo & Video

Placement:
Onboarding
+ in-app placements

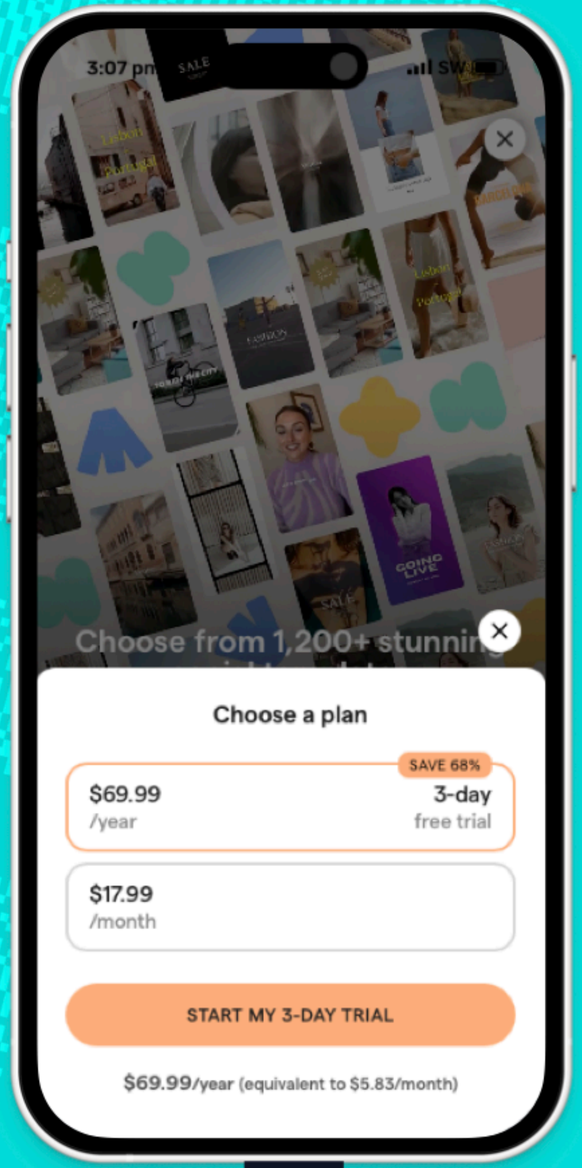
KPI:
New revenue
per user

Monthly-to-yearly price 1:7



A

Monthly-to-yearly price 1:4



B

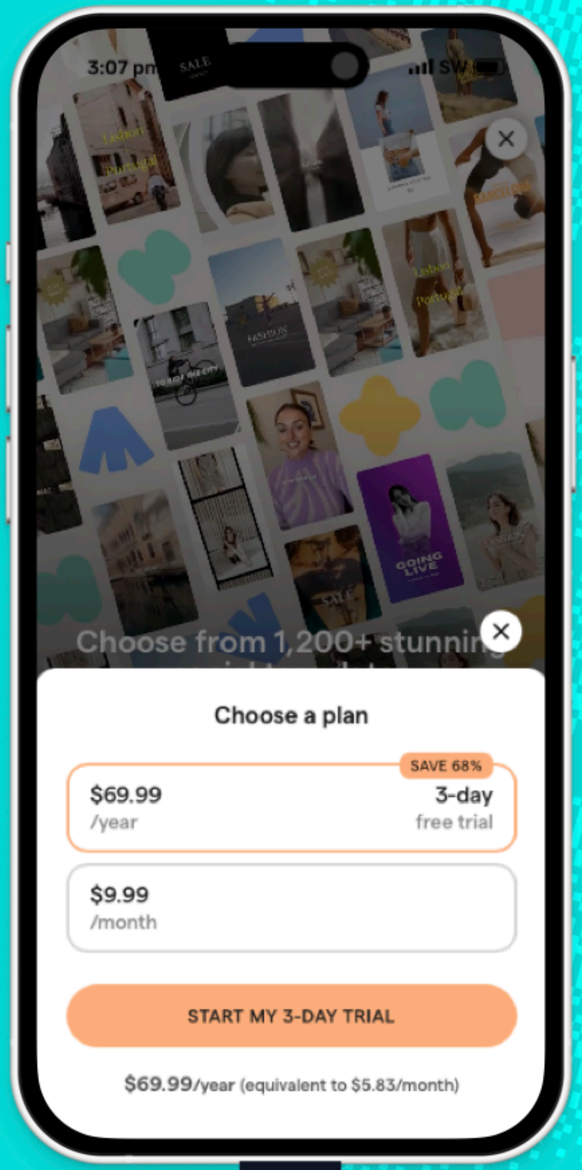
#4

Vertical:
Photo & Video

Placement:
Onboarding
+ in-app placements

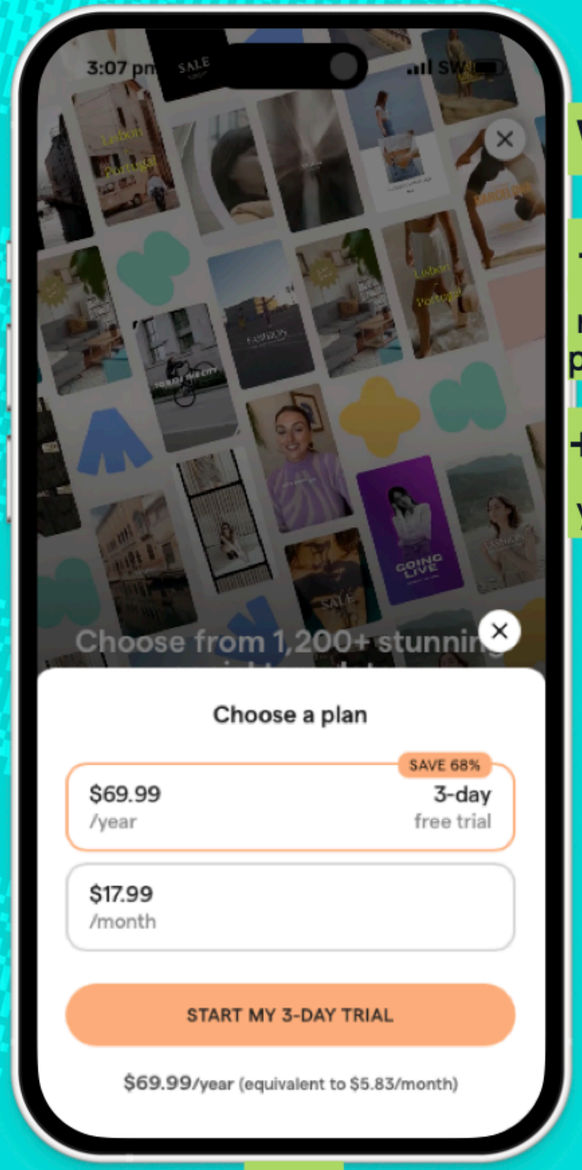
KPI:
New revenue
per user

Monthly-to-yearly price 1:7



A

Monthly-to-yearly price 1:4



B

Winner!

+19%
new revenue
per user

+19pp
yearly plan share

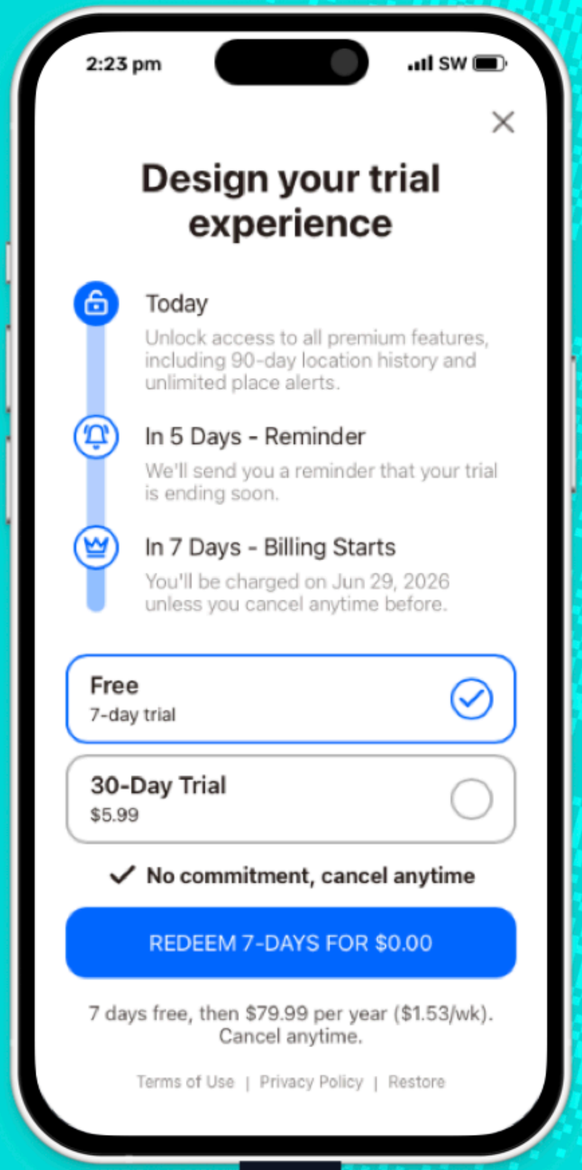
#5

Vertical:
Location Trackers

Placement:
Onboarding

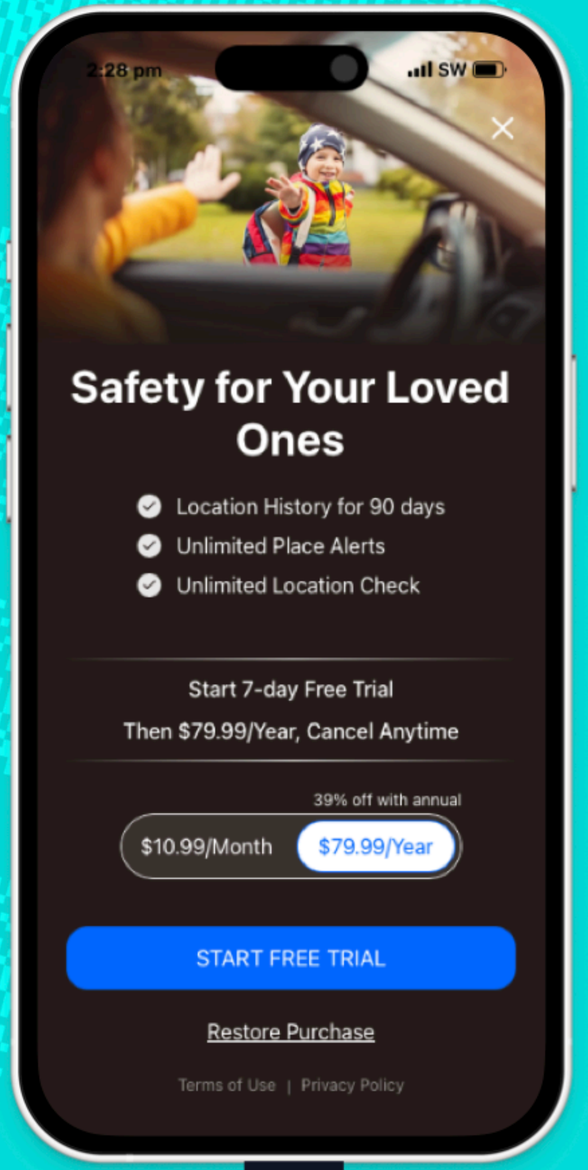
KPI:
New revenue per user

Design your trial experience



A

More emotional & yearly + monthly



B

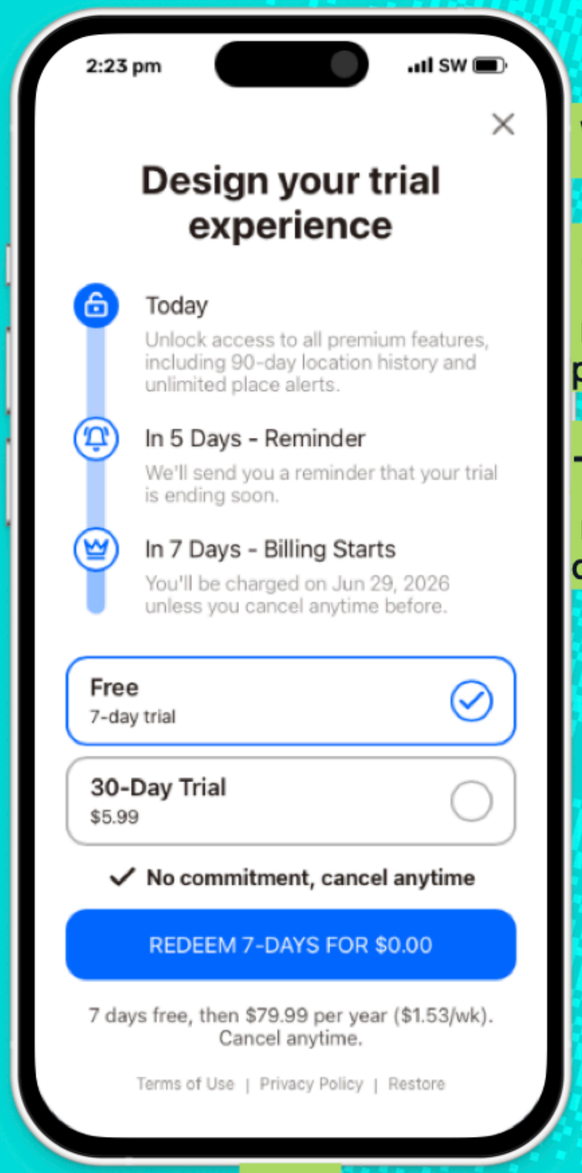
#5

Vertical:
Location Trackers

Placement:
Onboarding

KPI:
New revenue per user

Design your trial experience



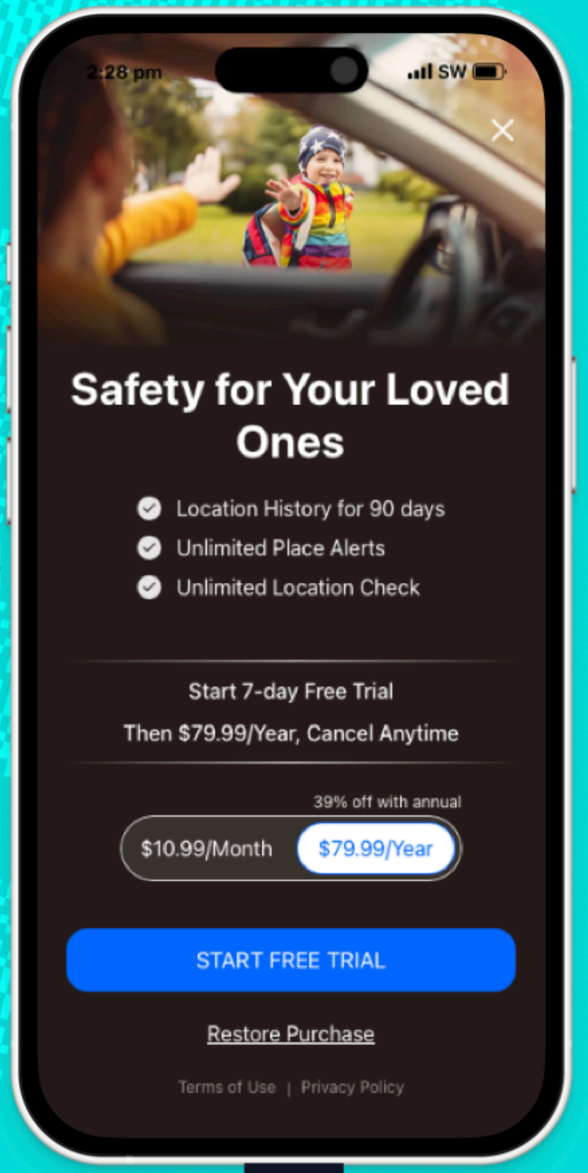
A

Winner!

+89%
new revenue per user

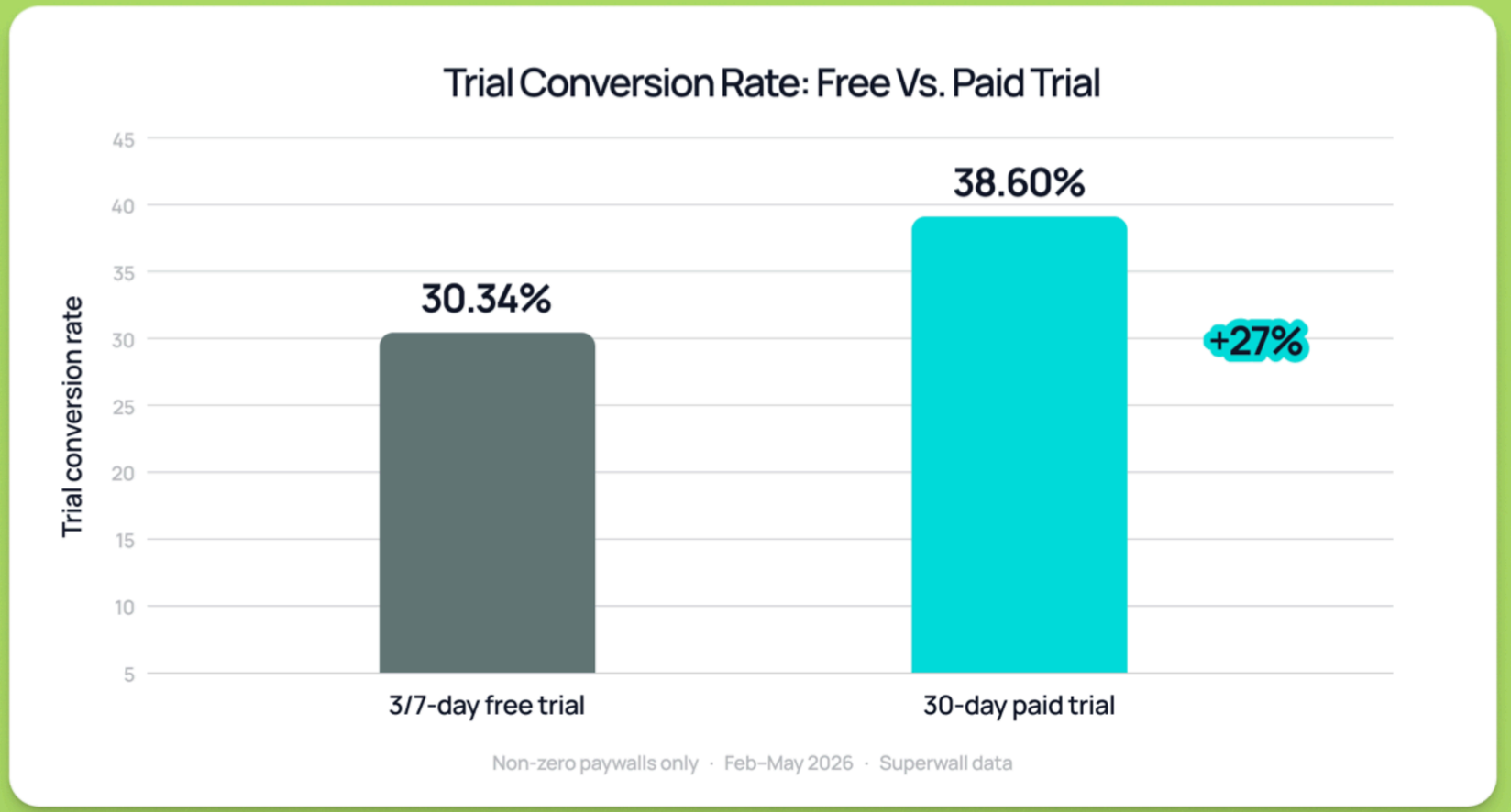
+60%
new-to-trial/ direct purchase

More emotional & yearly + monthly



B

On average, trial conversions rate for paid 30-day trial is +25% higher than free trial



Data from 250 apps which run both offers

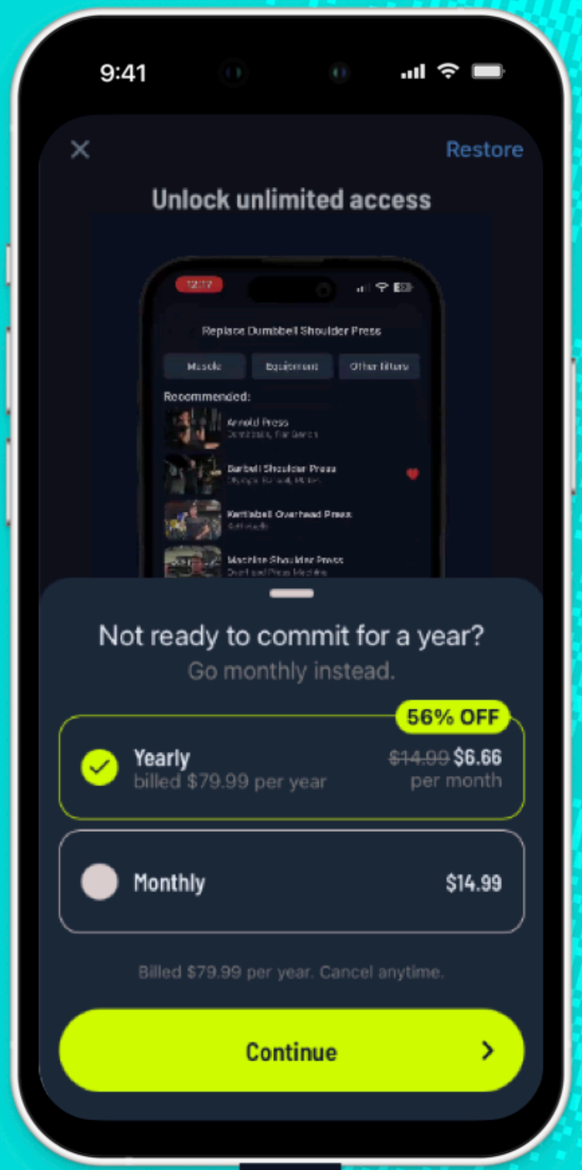
#6

Vertical:
Health & Fitness

Placement:
Onboarding

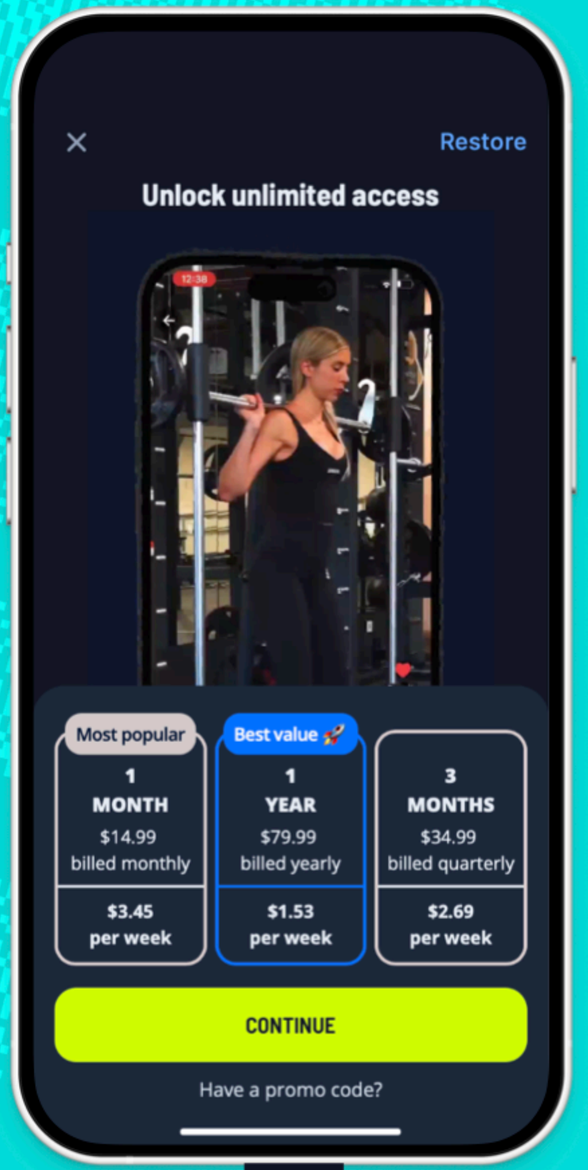
KPI:
Revenue per new user

2 plans



A

3 plans



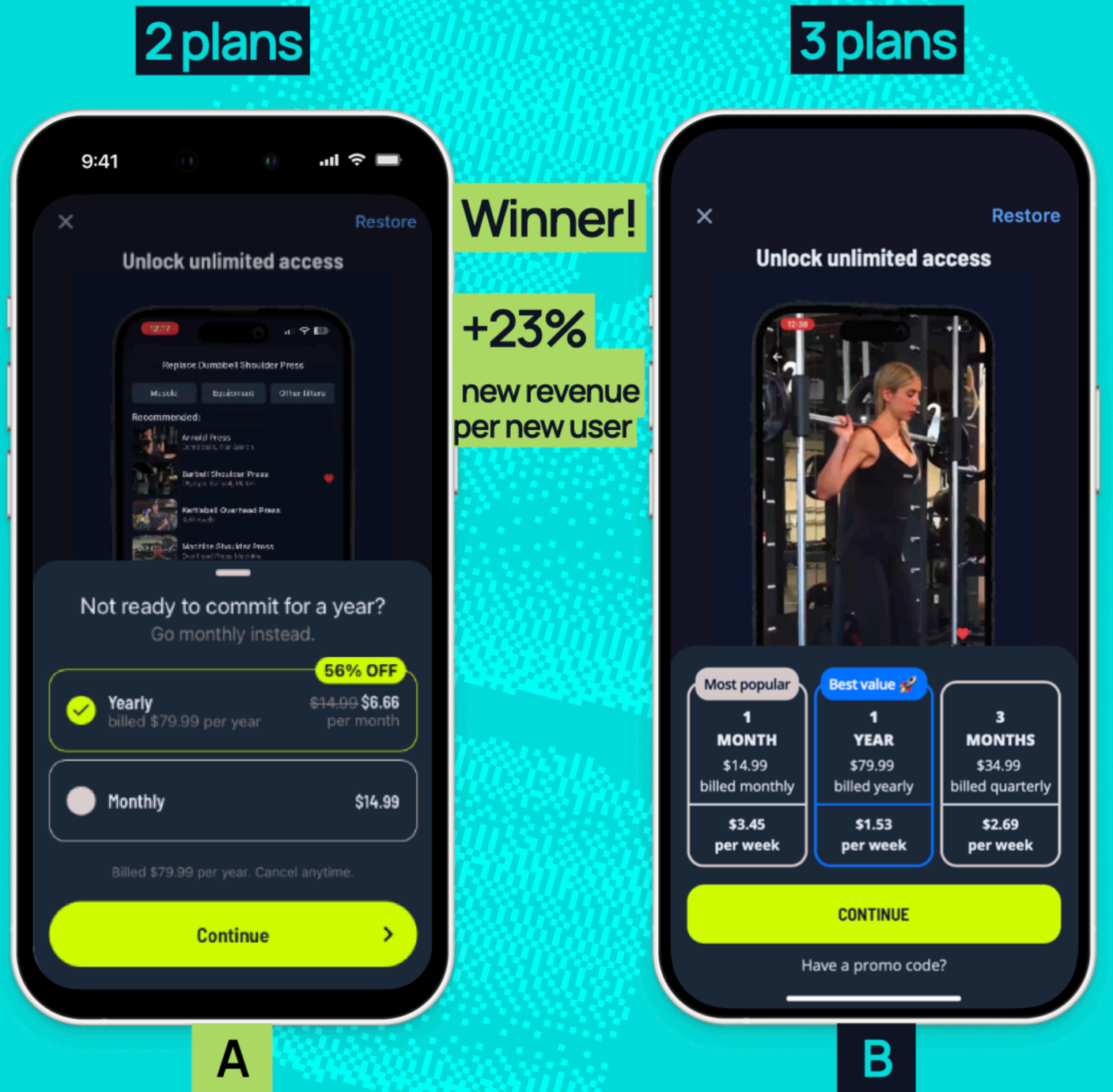
B

#6

Vertical:
Health & Fitness

Placement:
Onboarding

KPI:
Revenue per new user



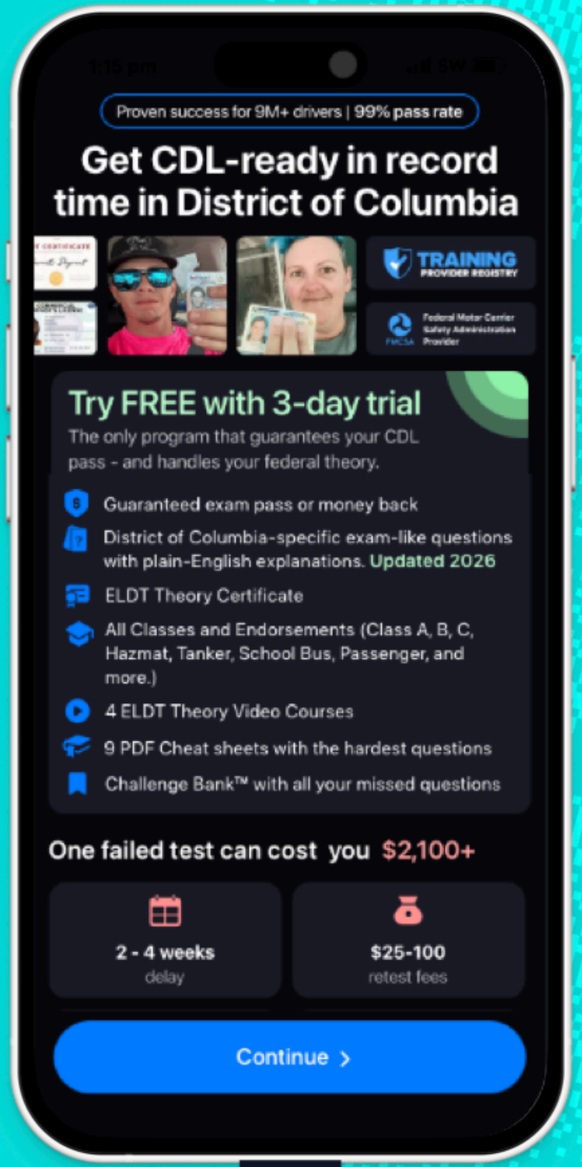
#7

Vertical:
Education

Placement:
Onboarding
+ in-app placements

KPI:
Revenue per
new user

Failed test costs



A

Credibility logos



B

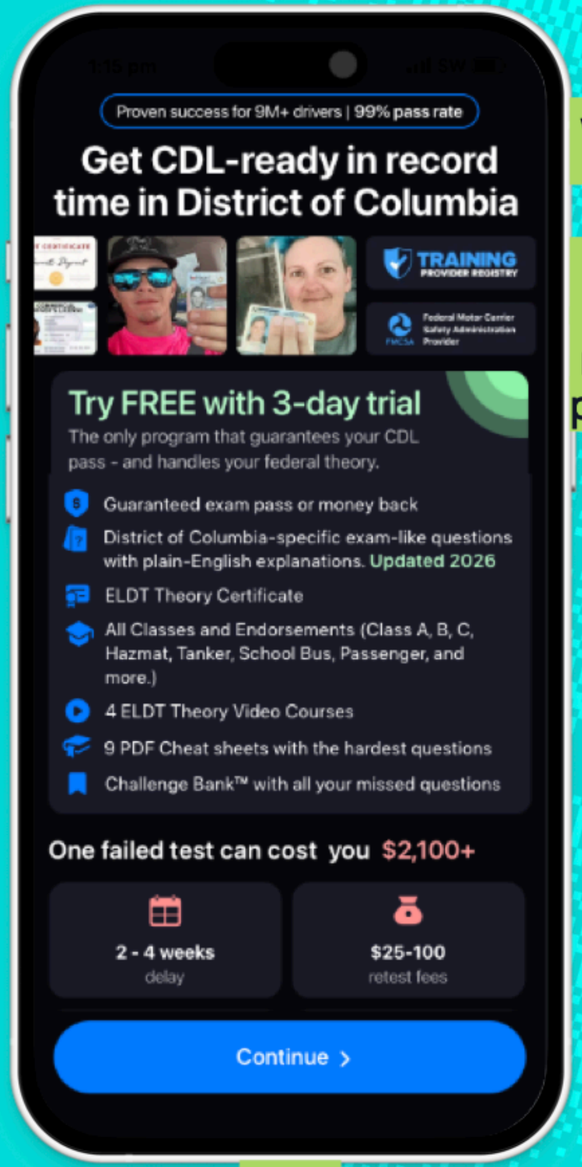
#7

Vertical:
Education

Placement:
Onboarding
+ in-app placements

KPI:
Revenue per
new user

Failed test costs



A

Winner!

+19%
new revenue
per new user

Credibility logos



B

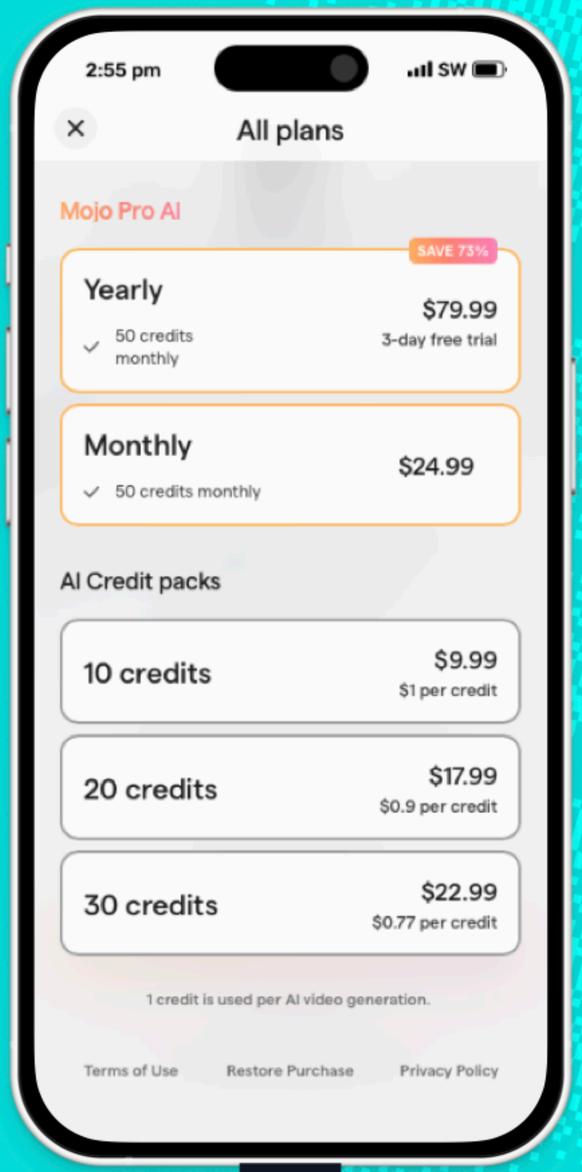
#8

Vertical:
Photo & Video

Placement:
Onboarding
+ in-app placements

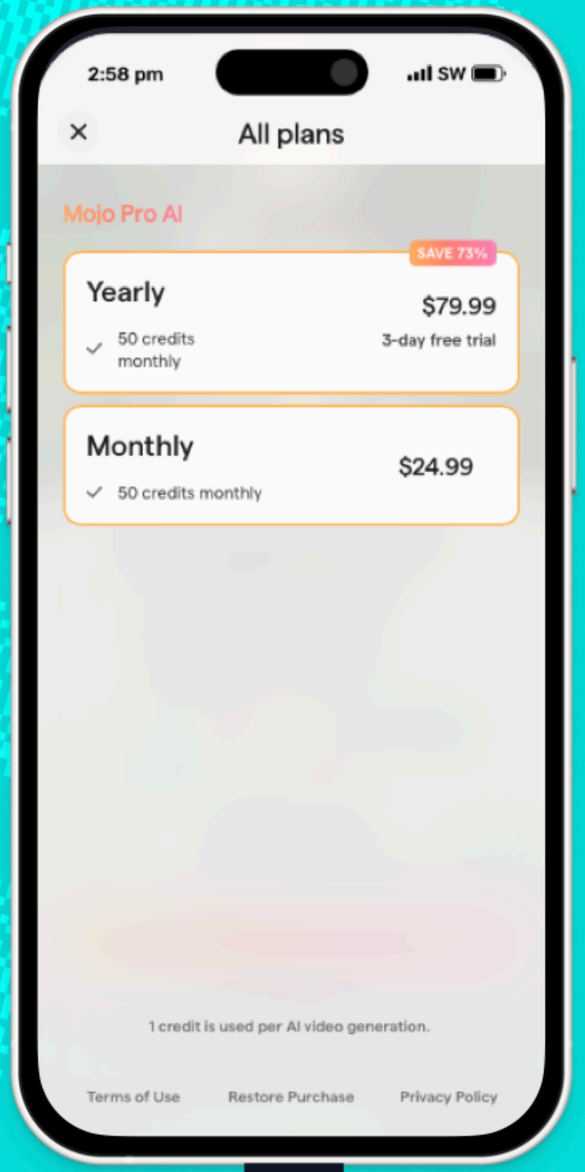
KPI:
Revenue per
new user

AI credits present



A

AI credits not present



B

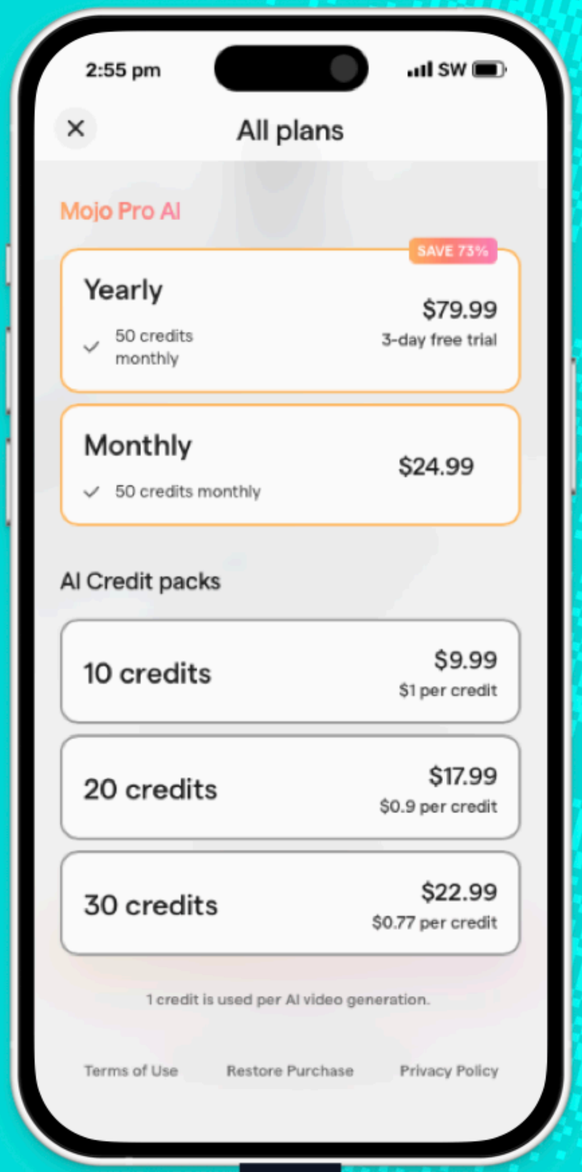
#8

Vertical:
Photo & Video

Placement:
Onboarding
+ in-app placements

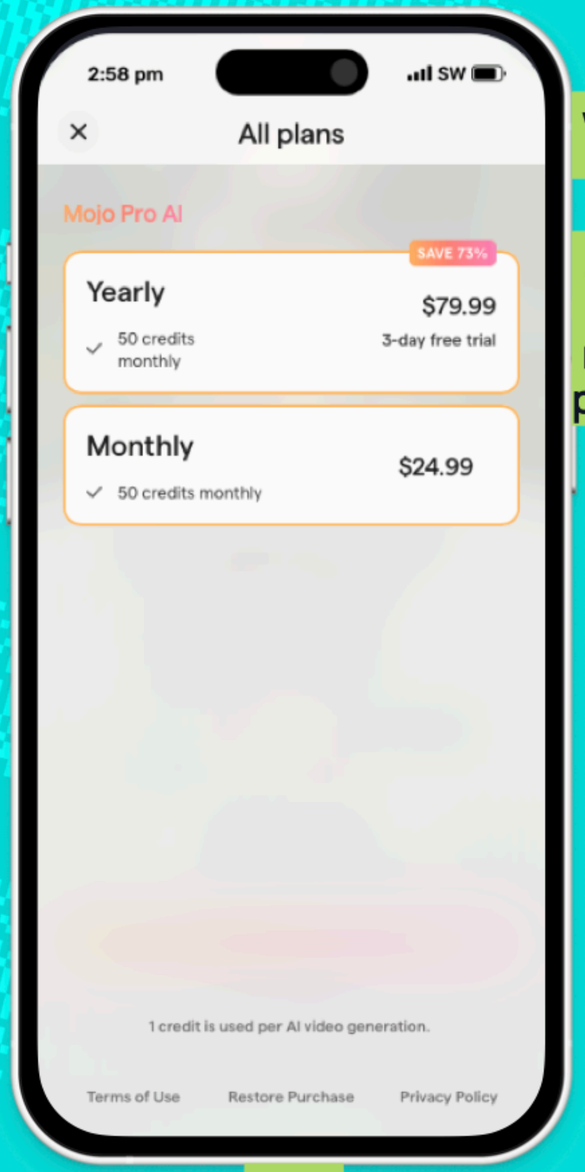
KPI:
Revenue per
new user

AI credits present



A

AI credits not present



B

Winner!

+14%
new revenue per new user

Takeaways!



PAYWALLS



No Payment Due Now ✓

App Store Reject

Make Something People ~~Want~~ Buy

SUPERWALL.COM

- Paywall experiments are huge growth lever
- Always be testing mindset
- Experiments velocity matters

Your Paywall Sucks