

LAURA DEGERATU

Senior Product Manager — 6.5 years across B2B and B2C SaaS

Case Study 2: Validating the USP

Supertab — Optional Account Creation (Senior Product Manager)

Context

Supertab is a B2B2C paywall platform: publishers use it to charge their end readers for individual pieces of content. I joined with no existing team, process, or validated product direction, and built the discovery and experimentation practice from scratch using continuous discovery and assumption mapping.

The Initial Hypothesis

Early user interviews suggested that account creation was hurting conversion because it came late in the flow and landed as an unexpected step. The natural next move was to test making account creation feel lighter and more expected.

What the Data Actually Showed

I ran a series of experiments promoting account creation earlier in the flow and reframing it as effortless, one click, under 10 seconds, tested at different points in the journey. In every version, the drop-off simply moved to wherever account creation was mentioned, while overall conversion stayed flat. The placement and framing weren't the problem.

A separate cohort analysis reframed the question entirely: 60% of users paid only once and never returned, and another 30% paid exactly twice. Only a small minority of users returned often enough to actually benefit from having a saved account. That data undercut the internal assumption that account creation was a core part of the product's value rather than a barrier in front of it.

The Decision

I built the business case that account creation was not the retention driver the business had assumed it to be, and got buy-in to test it as optional rather than mandatory. This wasn't removing account creation from the product, it remained available and unchanged, the decision was to stop requiring it before a user could pay. I owned overall conversion as the primary metric, with drop-off on the account-creation step tracked as a secondary signal, and built the dashboards for both independently in PostHog, Metabase, and Periscope.

Outcome

2.2×	+5%
Conversion, optional account creation	Uplift, parallel copy/CTA experiment

The two results came from separate, parallel experiments: the account creation pivot, and a distinct test personalizing checkout copy and CTAs by segment. Together they replaced an unexamined internal belief with a decision made on evidence, and materially changed how the team approached account creation going forward: as a convenience for the users who wanted it, not a gate in front of the ones who didn't.