

Netflix Event Pass — Full Case Study Analysis

Netflix Event Pass — Full Case Study Analysis

Project: Netflix Event Pass — Live Events as Subscription Acquisition Funnel **Dataset:** v2 Synthetic Mock Portfolio Data **Prepared by:** Kelly Connelly, Indiana University — Kelley School of Business **Date:** June 2026

Executive Summary

This notebook presents a full behavioral analysis of the **Netflix Event Pass** concept — a hypothetical product strategy in which Netflix uses live events (concerts, sports, comedy specials, etc.) as a top-of-funnel acquisition mechanism to convert non-subscribers into paying members. The core hypothesis is: *if users can purchase a one-time Event Pass to access a live event, the experience itself becomes a conversion trigger — surfacing a membership offer at peak engagement (post-event) rather than at the cold top of funnel.* The data covers three offer variants tested against a control group, three audience segments (New Non-Members, Churned Members, Existing Members), stream quality as a guardrail metric, and post-event personalization signals as a downstream retention driver.

Key findings at a glance:

- The **Ad Plan Offer** (Variant A) is the strongest performer, converting **14.3%** of users who viewed the membership offer through to first billing cycle retention — 6x the Control rate.
- Churned Members** are the highest-value audience segment, converting at **1.45%** end-to-end vs. 0.98% for New Non-Members.
- Existing Members** show zero upgrade conversion — confirming the offer is correctly targeted at non-subscribers.
- Stream quality does not appear to be a meaningful differentiator** in upgrade conversion across the quality score range observed.
- Non-raters convert to membership at nearly 2x the rate of raters** (5.9% vs. 3.1%), suggesting the post-event rating flow may be creating friction.

Section 1: The Full Event Pass Funnel

The 10-step funnel below maps the complete user journey from first landing on the Event Pass page through to first billing cycle retention. This is the master view of the entire product hypothesis.

Funnel steps: Landing → CTA Click → Checkout → Purchase → Live Start → Live Complete → Offer View → Offer Click → Upgrade → Retained

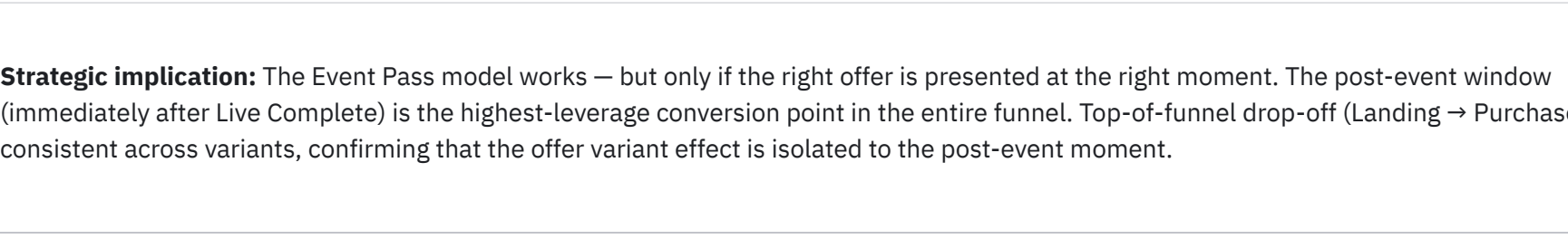
Three offer variants are compared:

- Control** — standard join flow, no special offer framing
- Ad Plan Offer** (Variant A) — discounted ad-supported plan
- Bridge Offer** (Variant B) — a pricing tier between Event Pass and full membership

End-to-end conversion rates (Landing → Retained):

Variant	End-to-End Conversion
Ad Plan Offer	1.91%
Bridge Offer	0.82%
Control	0.27%

The Ad Plan Offer is **7x more effective** than the Control at converting a landing page visitor into a retained subscriber. The critical inflection point is **Live Complete → Offer View** — this is where the membership offer is surfaced at peak engagement, immediately after the user has experienced the live event.



Strategic implication: The Event Pass model works — but only if the right offer is presented at the right moment. The post-event window (immediately after Live Complete) is the highest-leverage conversion point in the entire funnel. Top-of-funnel drop-off (Landing → Purchase) is consistent across variants, confirming that the offer variant effect is isolated to the post-event moment.

Section 2: Offer Variant Performance (Post-Event Funnel)

This chart zooms into the 4-step post-event conversion funnel: **Offer View → Offer Click → Upgrade → Retained**. This isolates the offer variant effect from top-of-funnel noise and answers the core question: which offer framing is most effective at the moment of peak engagement?

Offer View → Retained conversion rates:

Variant	Offer View Users	Retained	Conversion Rate
Ad Plan Offer	49	7	14.3%
Bridge Offer	48	3	6.3%
Control	44	1	2.3%

Click-through rates (Offer View → Offer Click):

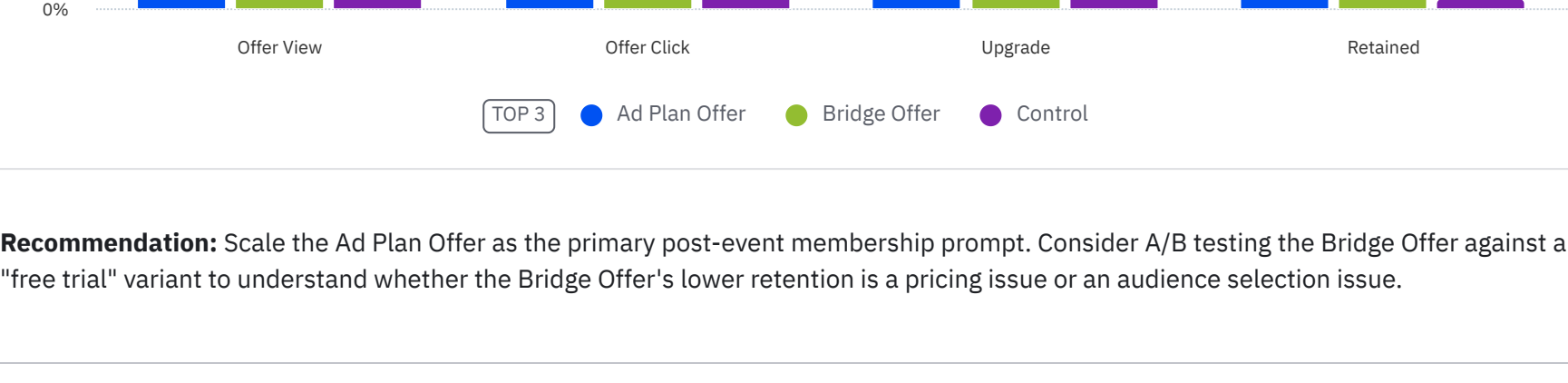
- Ad Plan Offer: $19/49 = \mathbf{38.8\%}$
- Bridge Offer: $19/48 = \mathbf{39.6\%}$
- Control: $7/44 = \mathbf{15.9\%}$

Both variants dramatically outperform the Control on click-through, suggesting the offer *framing* (not just the price) is driving engagement. The Control's standard join flow feels generic; the variant offers feel contextually relevant to the live event experience.

Billing cycle stickiness (Upgrade → Retained):

- Ad Plan Offer: $7/9 = \mathbf{77.8\%}$ retained
- Bridge Offer: $3/7 = \mathbf{42.9\%}$ retained

The Ad Plan Offer not only converts more users — it retains them at a higher rate. This is the most important finding: the ad-supported plan attracts users who are genuinely interested in the product, not just bargain-hunters who churn immediately.



Recommendation: Scale the Ad Plan Offer as the primary post-event membership prompt. Consider A/B testing the Bridge Offer against a "free trial" variant to understand whether the Bridge Offer's lower retention is a pricing issue or an audience selection issue.

Section 3: Audience Segment Performance

Not all users who land on the Event Pass page are equal. This chart breaks down the funnel by three audience segments defined by their prior Netflix relationship:

- New Non-Members** — never had a Netflix subscription
- Churned Members** — previously subscribed, currently inactive
- Existing Members** — currently active subscribers

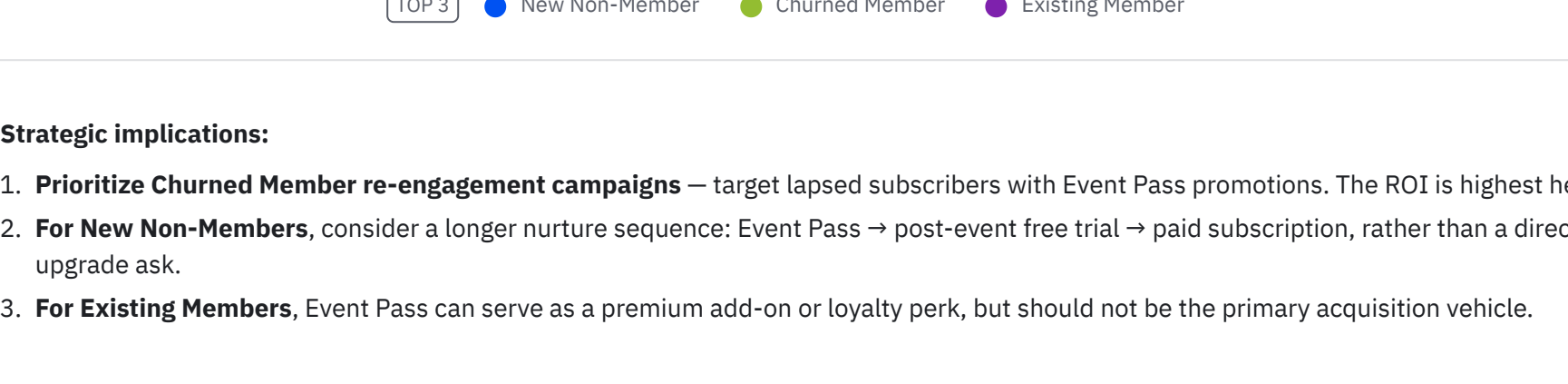
End-to-end conversion rates (Landing → Retained):

Segment	Landing Users	Retained	Conversion Rate
Churned Members	275	4	1.45%
New Non-Members	714	7	0.98%
Existing Members	111	0	0%

Churned Members are the highest-value segment. Despite being a smaller audience, they convert at 1.45% end-to-end — nearly 50% better than New Non-Members. They already know and value Netflix; they just need a compelling reason to re-engage. A live event is exactly that trigger.

Existing Members show zero upgrade conversion, which is expected — they're already subscribers. However, their presence in the funnel (111 users completing events) suggests Event Pass has value as an engagement and retention tool for existing subscribers, even if it doesn't drive upgrades.

New Non-Members are the largest audience but convert at the lowest rate. The Event Pass model still works for them at scale, but they require more nurturing.



Strategic implications:

- Prioritize Churned Member re-engagement campaigns** — target lapsed subscribers with Event Pass promotions. The ROI is highest here.
- For New Non-Members**, consider a longer nurture sequence: Event Pass → post-event free trial → paid subscription, rather than a direct upgrade ask.
- For Existing Members**, Event Pass can serve as a premium add-on or loyalty perk, but should not be the primary acquisition vehicle.

Section 4: Stream Quality as a Guardrail Metric

A critical risk in the Event Pass model is that a poor live streaming experience could *undermine* the membership conversion — users who have a bad experience are unlikely to subscribe. This chart examines whether stream quality score (measured at `live_event_started`) correlates with downstream upgrade and retention rates.

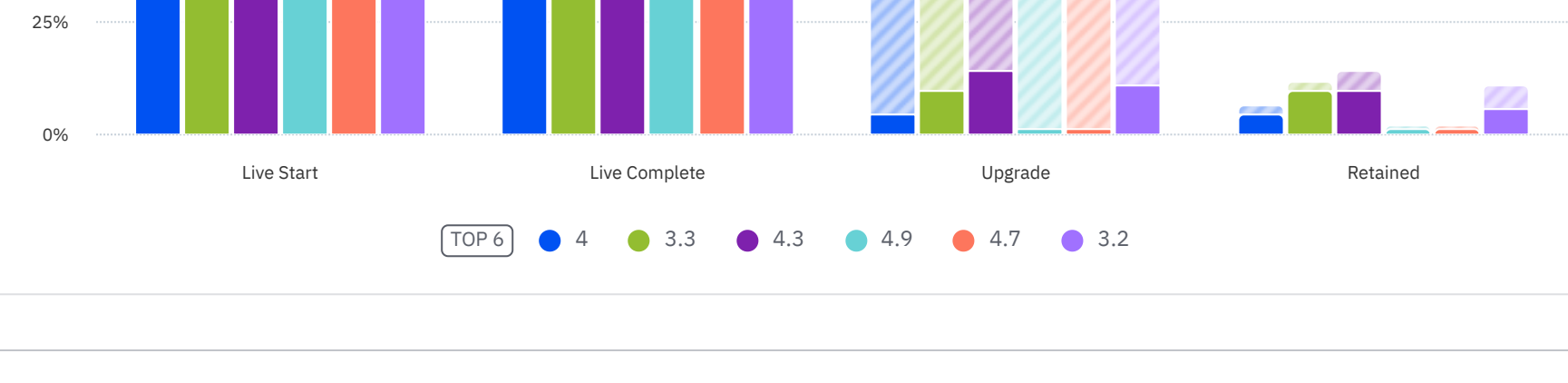
Conversion rates by stream quality score (Live Start → Retained):

Quality Score	Live Start Users	Retained	Conversion Rate
4.3	21	2	9.5%
3.3	21	2	9.5%
4.1	15	1	6.7%
3.7	15	1	6.7%
4.0	22	1	4.5%
3.2	18	1	5.6%
4.9	21	0	0%
4.7	19	0	0%

Key finding: Stream quality score does not show a clear linear relationship with upgrade conversion in this dataset. Both high scores (4.3) and moderate scores (3.3) achieve the same top conversion rate (9.5%), while the highest scores (4.9, 4.7) show zero conversion.

Interpretation: Sample sizes per quality tier are small (15–22 users each), making statistical conclusions difficult. Quality may only matter below a threshold not yet observed in this dataset (e.g., below 3.0). Other factors — offer variant and audience segment — appear to be stronger predictors than stream quality.

Guardrail conclusion: Stream quality is not currently a *negative* signal. However, this should be monitored at scale. A quality score below 3.0 should be treated as a hard guardrail threshold.



Section 5: Personalization Signal Check

After completing a live event, users are prompted to submit a rating (`post_event_rating_submitted`). This rating is intended to power Netflix's recommendation engine — surfacing related content and, ultimately, a contextually relevant membership offer. This chart examines how well the post-event personalization flow works across offer variants.

Funnel: Live Complete → Rating Submitted → Related Content View → Related Content Click → Offer View → Upgrade → Retained

Post-event engagement rates (Live Complete → Rating Submitted):

Variant	Live Complete	Rating Submitted	Rating Rate
Ad Plan Offer	90	39	43.3%
Bridge Offer	96	50	52.1%
Control	79	42	53.2%

Rating submission rates are healthy across all variants (43–53%). The rating prompt is working well as a post-event engagement mechanism. **Related Content click-through rates:**

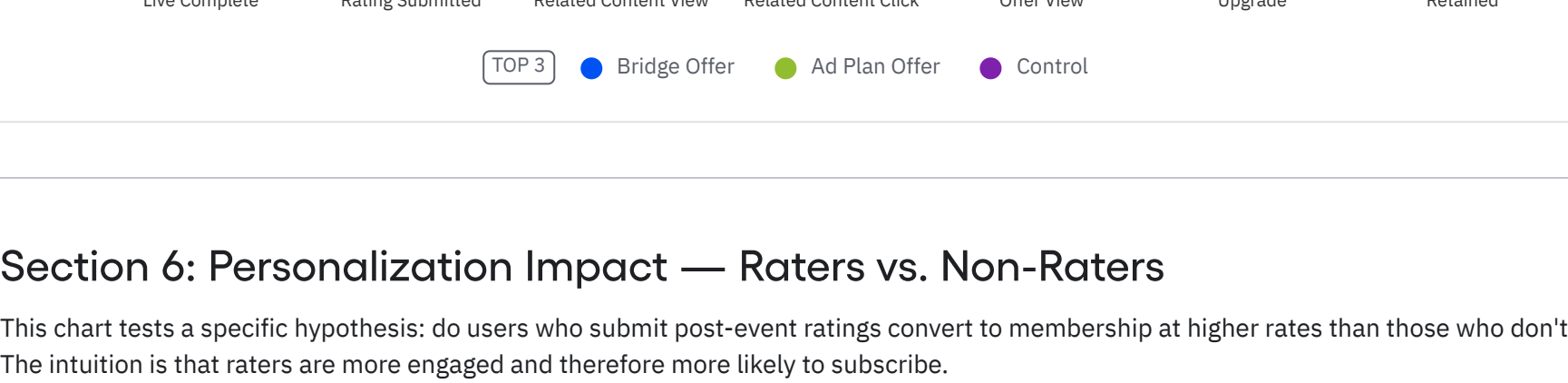
Variant	Rated	Related View	Related Click	Click Rate
Ad Plan Offer	39	25	10	40%
Bridge Offer	50	35	12	34.3%
Control	42	33	8	24.2%

Critical finding — Offer View after personalization flow:

- Ad Plan Offer: 10 related content clicks → 6 offer views (**60% offer view rate**)
- Bridge Offer: 12 related content clicks → **0 offer views (0%)**
- Control: 8 related content clicks → **0 offer views (0%)**

The Bridge Offer and Control show a complete drop-off between Related Content Click and Offer View. Users are engaging with related content but not being shown (or not proceeding to) the membership offer. This likely indicates a **product flow issue**: the offer is not being surfaced at the right moment in the personalization journey for these variants.

Recommendation: Audit the post-personalization offer trigger logic for the Bridge Offer and Control variants. The Ad Plan Offer appears to have a more effective offer surfacing mechanism — replicate this across all variants.



Section 6: Personalization Impact — Raters vs. Non-Raters

This chart tests a specific hypothesis: do users who submit post-event ratings convert to membership at higher rates than those who don't? The intuition is that raters are more engaged and therefore more likely to subscribe.

Two segments compared: Users who submitted at least one rating in the past 92 days vs. those who did not.

Conversion rates (Live Complete → Retained):

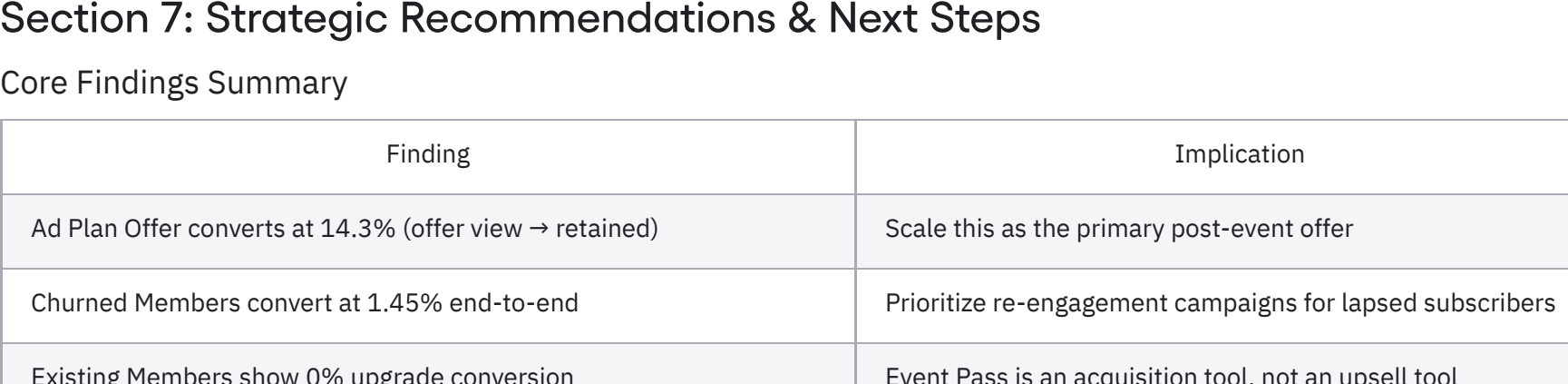
Segment	Live Complete	Upgrade	Retained	End-to-End Rate
Did Not Submit Rating	102	8	6	5.9%
Submitted Rating	163	9	5	3.1%

Counterintuitive finding: **Non-raters convert at nearly 2x the rate of raters** (5.9% vs. 3.1%). This challenges the hypothesis that rating behavior signals higher purchase intent.

Possible explanations:

- Selection bias — raters may already be members.** Users who habitually rate content on Netflix are likely existing subscribers who are already engaged with the platform. They attend the event but have no reason to upgrade. Non-raters may be newer or lapsed users who are less habituated to the platform — and therefore more likely to be in a "decision mode" about subscribing.
- Rating as a satisfaction signal, not a conversion signal.** Submitting a rating may indicate the user got what they came for (the live event experience) and is satisfied — but not necessarily motivated to subscribe. Non-raters may be more uncertain about the value proposition and therefore more receptive to a membership pitch.
- The rating flow creates friction.** The act of rating and exploring related content may actually *delay* or *distract* from the membership offer, reducing conversion for raters.

Recommendation: Do not use rating submission as a proxy for purchase intent. Test whether *skipping* the rating prompt and going directly to the membership offer improves conversion. The personalization signal may be more valuable for long-term retention than for immediate conversion.



Section 7: Strategic Recommendations & Next Steps

Core Findings Summary

Finding	Implication
Ad Plan Offer converts at 14.3% (offer view → retained)	Scale this as the primary post-event offer
Churned Members convert at 1.45% end-to-end	Prioritize re-engagement campaigns for lapsed subscribers
Existing Members show 0% upgrade conversion	Event Pass is an acquisition tool, not an upsell tool
Stream quality shows no clear conversion gradient	Monitor at scale; set a floor threshold (e.g., <3.0) as a guardrail
Non-raters convert at 2x the rate of raters	Reconsider the rating-to-offer flow; test direct offer surfacing
Bridge Offer and Control show 0% offer view rate post-personalization	Fix the offer trigger logic in these variants

Recommended Next Steps

Immediate (0–30 days):

- Audit the post-personalization offer trigger for Bridge Offer and Control variants — why are users not seeing the offer after clicking related content?
- Run a holdout test: skip the rating prompt for a subset of users and measure direct impact on offer view and conversion rates.

Short-term (30–90 days): 3. Launch a targeted Churned Member re-engagement campaign using Event Pass as the hook — measure incremental resubscription rate vs. standard win-back campaigns. 4. Expand the Ad Plan Offer test to a larger audience with statistical power to confirm the 14.3% conversion rate.

Strategic (90+ days): 5. Model the LTV of Event Pass-acquired subscribers vs. organically acquired subscribers — do they retain at the same rate after the first billing cycle? 6. Explore Event Pass as a premium add-on or loyalty perk for Existing Members to measure impact on churn reduction.

Appendix: Data & Methodology Notes

- Dataset:** v2 Synthetic Mock Portfolio Data (`dataset_version = v2_realistic_mock`)
- Time range:** April–June 2026 (synthetic)
- Funnel type:** Ordered funnels with a 60-day conversion window
- Offer variants:** `control_standard_join`, `variant_a_ad_plan`, `variant_b_bridge_offer`
- Audience segments:** `new_non_member`, `churned_member`, `existing_member` (via `gp:user_status` user property)
- All analyses are based on synthetic mock data** generated for an independent product strategy case study. Findings are illustrative and should not be interpreted as actual Netflix behavioral data.

Source Dashboard: [Netflix Event Pass — V2 Synthetic Analytics Dashboard](#)