Netflix Event Pass

Turning Live Event Demand into Long-Term Member Growth

Independent Portfolio Case Study · Synthetic Data Only · Not affiliated with Netflix, Inc.

EXECUTIVE SUMMARY | PM PORTFOLIO

THE PROBLEM

Netflix live-event traffic spikes go largely **unconverted**. Churned members face the same full-price barrier; new non-members convert at a **sub-1% baseline**. No structured re-entry pathway exists.

SEGMENT CONVERSION BASELINE

New Non-Members	0.98%
Churned Members	1.45%
Existing Members	0%

THE PRODUCT

A **one-time paid access product for select premium live events**, designed to convert event-driven demand into recurring membership. Includes limited curated related content — not a replacement for Netflix membership. Three arms tested in a three-arm experiment with a control:

- **Variant A: Ad Plan Offer** — A clearly disclosed, low-friction opt-in to the ad-supported plan — transparent pricing, clear terms, easy confirmation flow
- **Variant B: Bridge Offer** — A limited-time curated related-content bridge or discounted follow-up offer to sustain engagement before membership conversion
- **Control** — Standard join flow, no structured offer

KEY FINDINGS — 60-DAY RETENTION (V2 SYNTHETIC SIMULATION)

14.3% 60-Day Retention · **Variant A: Ad Plan Offer**
Best-performing variant · low-friction opt-in UX

6.3% 60-Day Retention · **Variant B: Bridge Offer**
Curated content bridge · positive directional signal

2.3% 60-Day Retention · **Control — Standard Join Flow**
No structured offer · unassisted

6× **Lift vs. Control** · Variant A: Ad Plan Offer
14.3% ÷ 2.3% · directionally meaningful in the V2 synthetic simulation

Post-event ratings not a leading indicator of immediate conversion in V2 simulation — behavioral signals (content consumption, watchlist) may be more predictive

Non-raters retained at 5.9% vs. raters at 3.1% in V2 simulation — ratings **not a leading indicator** of immediate conversion

⚠ Stream quality showed no clear linear conversion gradient in V2 synthetic data — remains a critical guardrail metric in any real pilot.

TOP RECOMMENDATIONS

1. Scale **Variant A: Ad Plan Offer** as default conversion mechanism — clearly disclosed, low-friction opt-in with transparent pricing and easy confirmation flow
2. Invest in **churned-member re-activation** messaging as primary audience — data suggests highest uplift potential
3. **Deprioritize post-event rating** as a leading retention signal — V2 simulation indicates behavioral signals (consumption, watchlist) may be more predictive
4. **Existing members** routed to separate loyalty/referral experience — useful as cannibalization guardrail, not acquisition target
5. Pilot **gifter flow** as untested high-potential segment

NEXT STEPS

- Validate experiment randomization
- Retention cohort dashboards
- Model 12-month LTV
- Define stream quality SLAs
- User research · price-sensitive churned members

SEGMENT VOLUME CONTEXT

New non-members represent the **largest volume segment** — even modest conversion rates at scale suggest significant incremental member potential.