

Netflix Event Pass

Turning Live Event Demand into Long-Term Member Growth

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

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

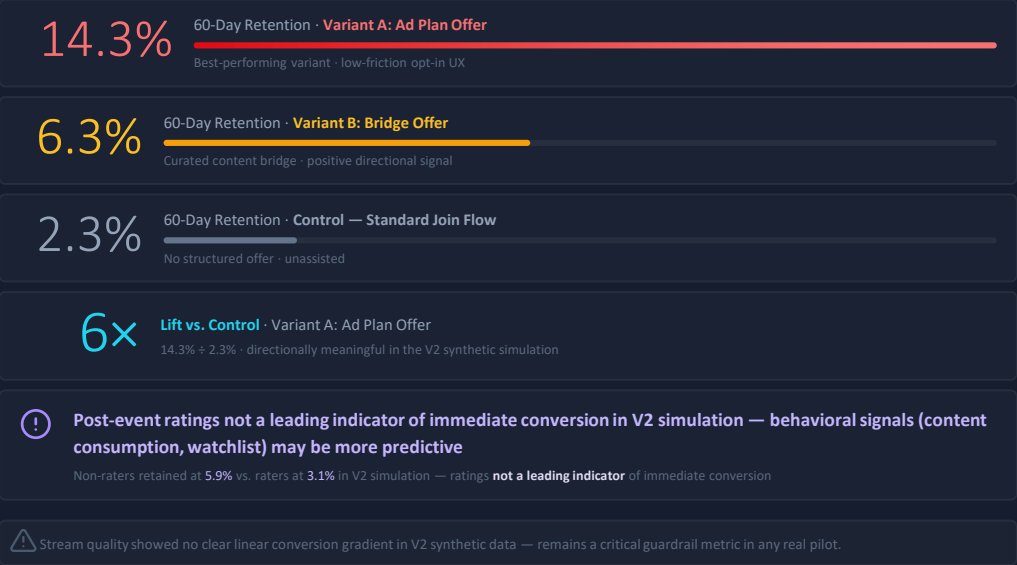
New Non-Members		0.98%
Churned Members		1.45%
Existing Members		0%

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)



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.