

TRAVEL & MOBILITY · PEAK-SEASON PAYWALL PRICING PER ROUTE

# Aerial

## Peak-season paywall pricing per route

CUSTOMER

Series-C travel-booking app ·  
~\$35M ARR · EU + US

PERIOD

Nov 2025 – Jan 2026 (90 days)

SAMPLE

1,184,302 trialists across 17  
markets

EXPERIMENT AUDITED

Q4 paywall A/B · 3 price tiers (control \$9.99 · variant B \$12.99 · variant C \$14.99)

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## 1 · WHAT THEIR TEAM REPORTED

METRIC	CONTROL	VARIANT B	VARIANT C
Trial-start rate	11.3%	11.6%	10.9%
p-value vs control	–	0.34	0.21

*Team report: "no significant effect." Variant shelved.*

## 2 · OUR RE-ANALYSIS · DOUBLY-ROBUST + PER-SEGMENT CATE

COHORT	DR ESTIMATE	95% CI	ESS	VERDICT	\$ IMPACT / YR
All trialists	+2.7%	[-0.4, +5.8]	0.61	inconclusive – average hides the segments	–
Route popularity · top quartile	+1.9%	[-1.2, +5.0]	0.55	inconclusive	–
Top quartile × peak season	<b>+9.3%</b>	<b>[+4.1, +14.5]</b>	<b>0.41</b>	significant lift	<b>+\$2.1M (ship)</b>
Bottom quartile × peak season	-4.1%	[-7.8, -0.5]	0.39	small negative – over-priced for this cohort	+\$0.3M (suppress)

## 3 · THE HIDDEN COHORT EFFECT

The top-quartile-popularity × peak-season cell carries 23 % of trial-start volume and would have generated **~\$2.1M of incremental ARR** over the test window – averaged away by the global t-test.

## 4 · WHAT WE'D RECOMMEND

Ship Variant B **only** to top-quartile-popularity routes during peak season. Suppress otherwise.

PROJECTED ANNUALISED IMPACT
+\$2.1M / yr ARR

*Estimates use 1,000-bootstrap doubly-robust evaluation against the customer's logged data with propensities reconstructed from the experiment configuration. ESS < n/10 cells are flagged overlap-limited and not used in the recommendation. The customer can reproduce these numbers on their own logs using `offpolicy.py` (MIT-licensed). Numbers in this report are fictive, generated as a worked example – not derived from real customer data.*