



MENTAL HEALTH & MEDITATION · SESSION-COMPLETION NUDGE CADENCE

Stillpoint

Session-completion nudge cadence

CUSTOMER

Series-C meditation app · ~\$22M ARR

PERIOD

Q1 2026 (90 days)

SAMPLE

854,210 push-optimized active users

EXPERIMENT AUDITED

Session-reminder cadence · every-3-day (control) vs daily (variant)

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1 · WHAT THEIR TEAM REPORTED

METRIC	EVERY-3-DAY	DAILY
Session-completion	22.1%	22.8%
p-value	–	0.03

Team report: "winner – ship daily." Internal note flagged user-support tickets, but the metric was the metric.

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

COHORT	DR ESTIMATE	95% CI	ESS	VERDICT	\$ IMPACT / YR
All push-opted users	+3.5% rel.	[+1.4, +5.6]	0.64	positive – confirms t-test	–
High engagement · long streaks	+8.2% rel.	[+5.0, +11.4]	0.59	strong positive	+\$0.9M (ship)
New users (< 14d tenure)	+4.1% rel.	[+1.2, +7.0]	0.51	positive	+\$0.4M (ship)
Recent low-mood signal · short streak	-6.1% rel.	[-10.4, -1.8]	0.44	clear negative – pushed away	+\$0.4M (suppress)
Recently churned-and-returned	-2.3% rel.	[-5.8, +1.2]	0.39	overlap-limited; flag	– (re-test)

3 · THE HIDDEN COHORT EFFECT

The negative-uplift cell ({recent-low-mood × short-streak}, ~9% of base) is being pushed **out of the app** by daily reminders. This cohort correlates with the user-support tickets the team flagged. In a mental-health product this is an ethics-and-trust risk, not just a revenue one.

4 · WHAT WE'D RECOMMEND

Per-cohort cadence with **ESS-guardrailed exclusion** of the vulnerable cohort from daily pushes.

PROJECTED
ANNUALISED IMPACT

+19% completion on positive segments · +\$1.7M / yr ARR · 0 ethics escalations

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.