
CRO PROGRESS UPDATE May 2026

Pathfinder

Quiz mockup and ATF A/B test progress

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May 2026 | Working document v1

What is inside

Two pieces of work in flight: a new unified quiz mockup, and the home ATF A/B test now collecting data.

01

Quiz mockup

A unified quiz to replace today's three disconnected forms

02

A/B test progress

Home ATF test, performance and what the numbers mean

03

Recap & next steps

What this delivers and what we'd queue up next

01

Quiz mockup

A unified flow that fixes the gap between today's three disconnected quizzes.

Quiz mockup at a glance

A single quiz flow replacing the three quizzes live today, with branching by goal, time horizon, risk and values.

6

Questions

~90 seconds to complete

3

Quizzes today, merged into 1

KS quiz, MF quiz and values quiz unified

9

Funds in matching logic

4 KiwiSaver + 5 Managed Funds, scored by horizon, risk and values

0

Email required to see result

Optional opt-in. Result is visible whether the user opts in or not

Why this matters: GA4 shows the current quizzes have 0 completion tracking, low engagement (15-31s) and ~2% click-through from /kiwisaver-funds/. A unified, instrumented quiz fixes discovery, measurement and matching in one move.

NEW DESIGN

Welcome screen with expectation-setting

Proposed: /quiz/

WHAT CHANGED

- Hero with "Find your Pathfinder", italic accent in the brand voice
- "What you'll get at the end" section: 4 expectation cues (fund, companies, performance, optional email)
- Trust row: 5x Best Ethical KS, B Corp certified, 14.9% High Growth p.a.
- Single primary CTA. Quiz meta line: 6 questions, ~90 seconds, no email required to see results

ETHICAL ORIGINALS · SINCE 2010

Find *your* Pathfinder.

A 90-second guide to the ethical KiwiSaver or Managed Fund that matches your goals, your timeline, and the things you refuse to compromise on.

WHAT YOU'LL GET AT THE END

 A specific fund matched to you — from our 10 KiwiSaver and Managed Fund options.

 The companies your money goes into — and the ones we screen out.

 Performance, fees and time horizon — the practical numbers, no jargon.

 Optional email summary — your match plus monthly Insights. Skip if you prefer.

5x
BEST ETHICAL KIWISAVER

B Corp
CERTIFIED SINCE 2020

14.9%
HIGH GROWTH P.A.

Start the quiz

6 questions · ~90 seconds · No email required to see results

Question flow with branching logic

5 questions + optional email gate

WHAT CHANGED

- Q1 routes the user: KiwiSaver / Managed Funds / Both / Values-only (short path)
- Q2 time horizon, Q3 risk scenario, Q4 values multi-select max 3, Q5 experience level
- Progress bar, back navigation, animated transitions and option states styled to Pathfinder palette

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What brings you to *Pathfinder*?

This shapes what we recommend at the end.

- ☐ **KiwiSaver**
Saving for retirement or a first home through KiwiSaver.
- ☐ **Managed Funds**
Investing additional money outside of KiwiSaver.
- ☐ **Both**
I want to optimise KiwiSaver and invest extra on top.
- ☐ **Just exploring my values**
Not ready to pick a fund yet, just curious about ethical investing.

Continue

UPDATED

Personalised result with matched fund and dual CTA)

Proposed: </quiz/result/>

WHAT CHANGED

- Matched fund with explanation tailored to the user's answers, risk meter 1-7 like the PDS
- Stats row: return p.a. since inception, fee, suggested horizon. Selected values as chips with matching companies from the fund

YOUR PATHFINDER MATCH

KiwiSaver *Balanced*

Pathfinder KiwiSaver Plan

With a 3 to 5 year horizon, *Balanced* gives you exposure to growth assets without the deeper drawdowns of a pure growth fund.

RISK LEVEL

MEDIUM

6.86%

RETURN P.A. SINCE INCEPTION

1.30%

ESTIMATED FEE P.A.

5+ yrs

SUGGESTED HORIZON

Aligned with your values

Weapons-free

New Zealand focus

Companies in this fund matching what matters to you:

Fisher & Paykel Healthcare

Infratil

Contact Energy

Join Pathfinder →

See full fund details

Takes ~3 min. You'll need your IRD number and a photo ID.

02

A/B test progress

Home above-the-fold variation tested against the current control. Currently in data-collection stage.

COLLECTING DATA

#1 A/B test HOME new ATF

Home page, 100% of traffic, started 6 May 2026

WHAT CHANGED

- Control vs Variation #1 at 50/50 split. All devices, all visitors segment
- Started 6 May 2026, reset 12 May. Main goal: "How we invest" conversions. Stage 1 of 3 (collecting data)

Experiment summary

Device type	All devices
Traffic allocation	100%
Segment	All visitors
Created on	6 May 2026 - 00:24
Reset on	12 May 2026 - 00:00
Expires on	6 May 2027 - 23:59

Traffic allocation	
Control - 50.00%	Preview
Variation #1 - 50.00%	Preview

Included URL pages
URL exactly matches: https://pathfinder.kiwi/

Exclude URL pages
No excluded urls

RESULTS

Variation winning on the primary goal

Last 7 days, assisted conversions, all devices

WHAT CHANGED

- Control: 114 users, 150 views, 3.51% CR, 4 conversions on "How we invest"
- Variation #1: 125 users, 199 views, 7.2% CR (+105.13% uplift), 9 conversions (+125%). Chance to win: 88.61%

	Users	Views	Conversion rate	Conversions	Chance to win
Control ID 1711585 - 1773365 50.00% traffic	114	152	3.51%	4	-
Variation #1 ID 1711585 - 1773366 50.00% traffic	129	204	7.75% +120.8%	10 +150%	91.41%

Goal-by-goal results, mixed picture

Read alongside the main-goal uplift before making the call

WHAT CHANGED

- "How we invest" main goal: +105% CR, 88.61% chance to win, the headline result
- Card 3 click: +82.86%, 73.76% chance. Engagement up +9.44%, 64.5% chance
- "Join or Switch" goals at 0%/0% across both arms. Almost certainly an event-tracking gap, not real behaviour

	Control  ID 1711585 - 1773365 50.00% traffic		Variation #1  ID 1711585 - 1773366 50.00% traffic		
Goal name	Conversion rate	Conversions	Conversion rate	Conversions	Chance to win
 Engagement	21.93%	25	24.81% +13.13%	32 +28%	69.77%
 How we invest	3.51%	4	7.75% +120.8%	10 +150%	91.41%
 Join or switch kiwi saver	0%	0	0%	0	46.94%
 Join or switch Managed Funds	0%	0	0%	0	46.94%
 Card 1	0%	0	0%	0	46.94%
 Card 2	1.75%	2	1.55% -11.43%	2	44.23%
 Card 3	1.75%	2	3.1% +77.14%	4 +100%	72.33%

Progress so far. What we'd queue up next.

WHAT THIS ROUND DELIVERS

- Quiz mockup: HTML interactive prototype with Pathfinder branding, branching logic, fund matching for 9 funds, and dual result CTA.
- A/B test: home ATF variation active, main goal "How we invest" outperforming control by 105% with 88.61% chance to win.
- Diagnosis: GA4 audit shows current quizzes have 0 completion tracking, fragmented across 3 forms, and ~2% click-through from the funds page.
- A clear case for replacing the current quiz setup, not just adding another one.

RECOMMENDED NEXT

- Validate the "Join or Switch" event tracking before declaring the A/B test winner.
- Refine quiz copy with Pathfinder brand voice and add the GA4 events spec (quiz_start, question_X, quiz_complete).
- Plan a dev handoff doc for the quiz so we can move from mockup to staging once the brand team signs off.