ACTIVATION TEARDOWN

Plausible Analytics

Privacy-friendly web analytics · plausible.io

Observed **20 Nov 2026**
Public pages and docs, no account created
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Sign-up is one click and three fields. The open question is the gap between adding a site and the first recorded visit, which depends on a script install.

What this covers. Observed from public pages, the rendered sign-up page and the documentation on 20 Nov 2026. No account was created, so in-product screens are described from the company's own docs, and onboarding emails were not seen.

SIGN-UP PATH

1. **Homepage: 'Start free trial'** OBSERVED [9]
   One click from the header, hero or any plan card to /register.
2. **Form: 'Start your 30-day free trial'** OBSERVED [2]
   Full name, Email, Password (at least 12 characters), Friendly Captcha. No Google or SSO option. Button: 'Start my free trial'.
3. **Email verification code** FROM DOCS [4]
   Enter the four digit code sent by email to activate the account. The 30-day trial starts on verification.
4. **Add your website** FROM DOCS [5]
   Domain field with a sign-up progress indicator, entered without https or www.
5. **Set up a team (skippable)** FROM DOCS [5]
   Team name suggested from the domain, invite members and assign roles, or click Skip.
6. **Add the script** FROM DOCS [6]
   Snippet shown during setup. The dashboard opens with a banner running an automatic installation check.

WHERE A NEW USER COULD STALL

The person signing up may not be able to install the script [7] — HIGH

First value needs a snippet in the site's head, or a platform integration such as WordPress or Google Tag Manager. The optional team step comes before the script step.

> **Fix.** In the install step, offer 'send these instructions to my developer' with the snippet and guide pre-filled, using the existing team invite.

The installation check can fail for reasons outside the user's view [6] — HIGH

Docs list ad blockers, cached pages, consent banners, CSP rules, localhost and the wrong URL as common causes of a failed check.

> **Fix.** Email sites with no counted visit after 24 hours, naming the specific failure reason the check found and linking its fix.

The trial clock runs while the dashboard waits for data [4] — MEDIUM

The trial starts at email verification. Google Analytics import is a listed plan feature, and a live demo dashboard is public.

> **Fix.** While the banner waits for the first visit, offer the Google Analytics import and a link to the live demo, so day one shows numbers.

Verification code step sits between form and product [4] — MEDIUM

The account activates only after entering a four digit code from email. There is no social sign-in to skip it.

> **Fix.** Add 'open Gmail' and 'open Outlook' buttons beside the code field, and a one-hour reminder if the code is never entered.

TRIAL TERMS

OFFER

30-day free trial with all Business features. Paid plans from $9/month [1]

"No credit card required" (pricing). Docs say nothing is charged automatically when the trial ends.

TIME TO FIRST VALUE

FIRST VALUE

First real visit counted on the dashboard

About 5 steps per the docs. Register, verify, add site, add script, check the install. Minutes if you can edit the site, longer if a developer must [3]

FIRST RUN

EMPTY STATES AND SETUP — FROM THEIR DOCS

Docs say the dashboard opens after the snippet step, with a banner tracking the install check and retry options. No sample data is mentioned; a public demo dashboard exists. [6]

ONBOARDING EMAILS — NOT OBSERVED

No account was created. Docs mention the verification code, trial expiry and data deletion emails, but no onboarding sequence. [8]

WHAT ALREADY WORKS

- Trial terms and no card stated on the form itself
- Three fields, one click from every homepage CTA
- Automatic installation check with clear retry options

HOW A SPRINT WOULD MEASURE IT

Share of new trials that record a first real visit within 48 hours of email verification, 20% holdout.

~8%	Day 7	37.5%
median B2B free-to-paid conversion within 6 months	where most trial conversions cluster	average SaaS activation rate (product-led: 34.6%)
ChartMogul SaaS Conversion Report	ChartMogul SaaS GTM Report	Userpilot activation benchmark

1. plausible.io#pricing
2. plausible.io/register
3. plausible.io/docs
4. plausible.io/docs/register-account
5. plausible.io/docs/add-website
6. plausible.io/docs/troubleshoot-integration
7. plausible.io/docs/integration-guides
8. plausible.io/docs/trial
9. plausible.io

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