

Trial Optimization

Free trials are one of the most valuable sources of passive, qualified leads. Yet many companies “set it and forget it” when it comes to their trial experience, neglecting the ongoing care and maintenance necessary to take full advantage of this source. Optimizing your trial customer journey ensures you maximize the results, efficiently getting prospects from inquiry, through usage to lead conversion.

The situation: With a free trial available, it is not clear whether your trial customer journey is optimized to deliver maximal lead impact. Often the process is neglected, resulting in lower than optimal lead generation.

The challenge: Organizations are often short on time and resources to successfully bring in prospects, quickly get them through signup, ensure product usage and transition to successful lead conversion.

The solution:

Trial optimization is an overall analysis of your trial customer experience to maximize this valuable lead source. The result is a prioritized set of recommendations to optimize your trial journey, including:

Trial discovery process – How do companies find this trial? What is the discovery process?

Trial signup process – How do you signup for the trial? Is this challenging and what is abandonment rate?

Trial journey – What is the trial journey, including email nurture and product experience?

Competitive standing – How does your trial experience compare to that of your biggest competitor?

Funnel analysis – What are your key milestones and how do they compare to industry standards or company expectations?

Extensive Experience

Aventi Group has extensive experience with trial optimization for enterprise software companies. The result is a prioritized set of recommendations to optimize your trial experience.

Customer Results:

- Increased trial usage by 300%
- Trial led revenue up 47%

Introductory package price: \$7500

Duration: Ranges from 2 weeks to duration of trial.

Let us help you!

To learn more or to schedule a consultation, please send an email to Trialoptimization@aventigroup.com or call us at (415) 890-5434.

Connect with us

We'll listen to your challenges and craft the best plan of attack.

Please contact us at
Aventi Contact Form
or call **(415) 890-5434**

