



SWVE

BLUEPRINTS

How To Drive Subscriptions Using Free Trials



The Problem

Subscription is the core business model for certain apps, and the key to profitability.

In many cases, subscriptions start with a free trial.

Some companies, like Amazon & Netflix, are successful at driving users from trials to subscriptions; others need to improve.

A 1% change can impact revenue substantially. Imagine what 10-20% could do...



The Solution

Taking control of your activation and conversion process is the key to success.

This means nurturing users every step of the way from first app open to signing up for a free trial and then a full subscription (and beyond).

This is best done at scale using a marketing automation solution to orchestrate campaigns.

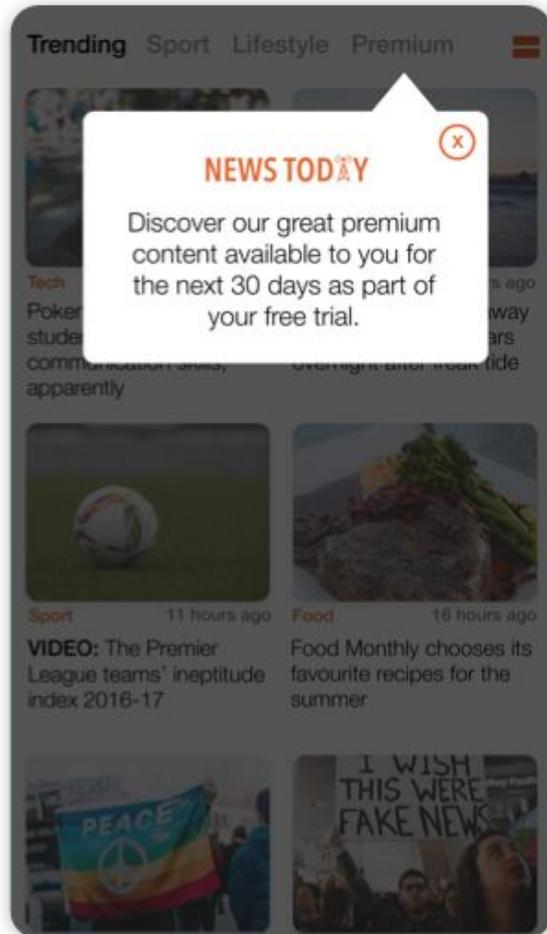
Get Users To Activate Free Trial During Onboarding

The best time to activate a free trial is during the first session.

Show the user the value they'll get from a free trial, and ultimately a subscription.

Include a free trial offer in a welcome tour. Follow up at a later date with an in-app message.





Highlight Key Features During The Trial

Once a user signs up, make sure they have a clear understanding of the full range of features that a subscription offers.

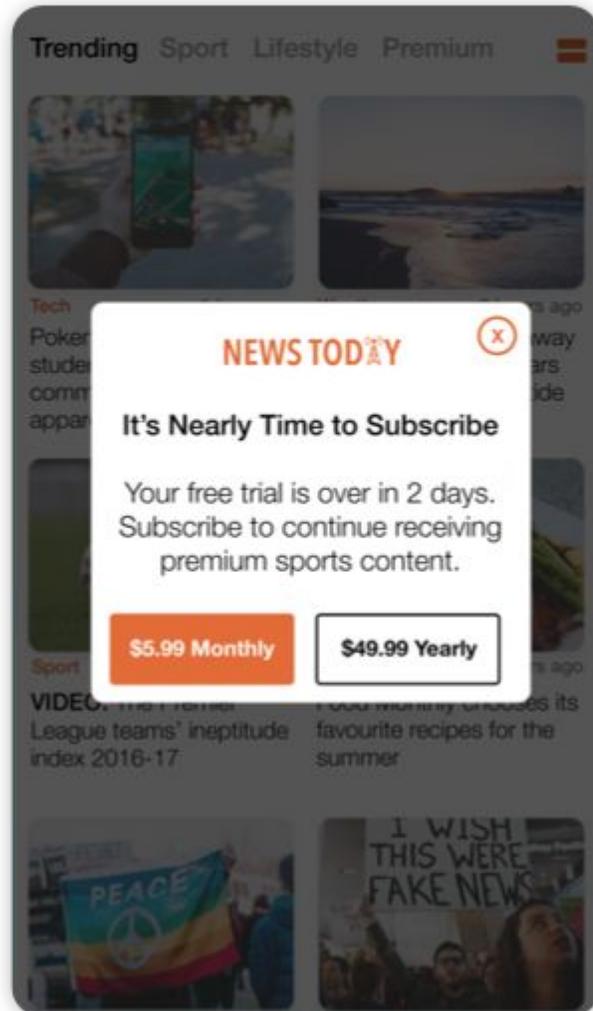
Use tip-overlays to point out these features in context, when the time is right, to users who have not yet discovered them.

Convert To Subscription

Free trials do not make money for your business - subscriptions do.

Don't just hope that people will subscribe.

Deliver campaigns that 'sell' your subscription.



Manage Expiring Trials

Manage engaged users with in-app messages towards the end of their trial, encouraging full subscription.

Segment users based on their behavior & notify them that their favourite features will not be available unless they subscribe.



Optimize Your App Store

Keep your subscription plans simple - the few options the better.

Conversion rates plummet with any kind of complexity - users favour decision simplicity.

A/B test different price plans and layouts to find the most successful way.

<u>Silver</u>	<u>Gold</u>
1 Month	\$10.99/ Month
1 Year	Best Value \$2.97 \$10.99 / Month
Forever	\$109.99 \$299.99

<u>Silver</u>	<u>Gold</u>
1 Month	\$21.99/ Month
1 Year	Best Value \$6.97 \$10.99 / Month

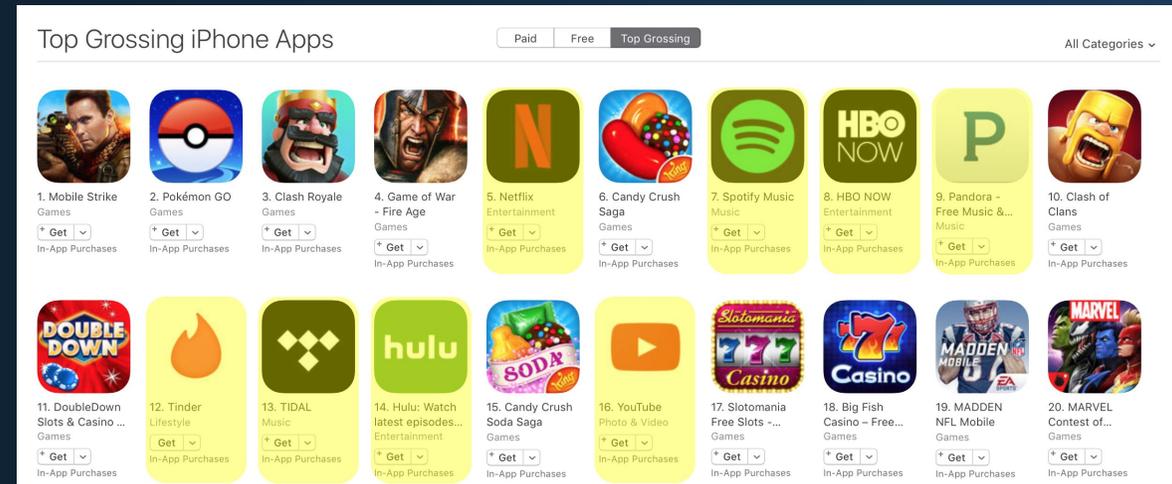


Auto-Renewable Subscriptions

It's no coincidence that the top grossing media apps all use auto-renewable subscriptions as their core business model.

Consider automatically moving users from free trial to subscription unless they opt-out, but communicate it clearly.

Using the App Store provides frictionless native mobile purchasing - encourage this.

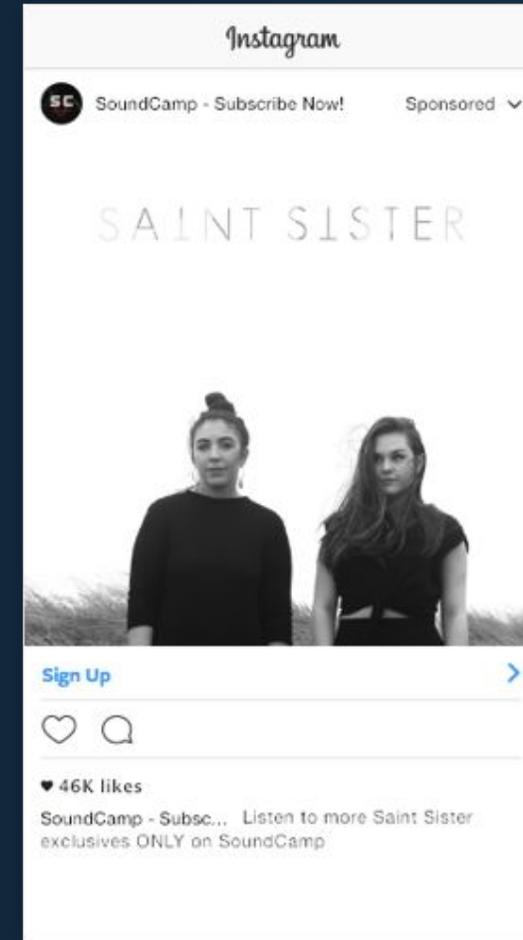




Orchestrate Your Campaigns Across Channels

Share data with conventional marketing automation platforms and add email to the fold too.

And consider retargeting - particularly if users churn during a free trial.

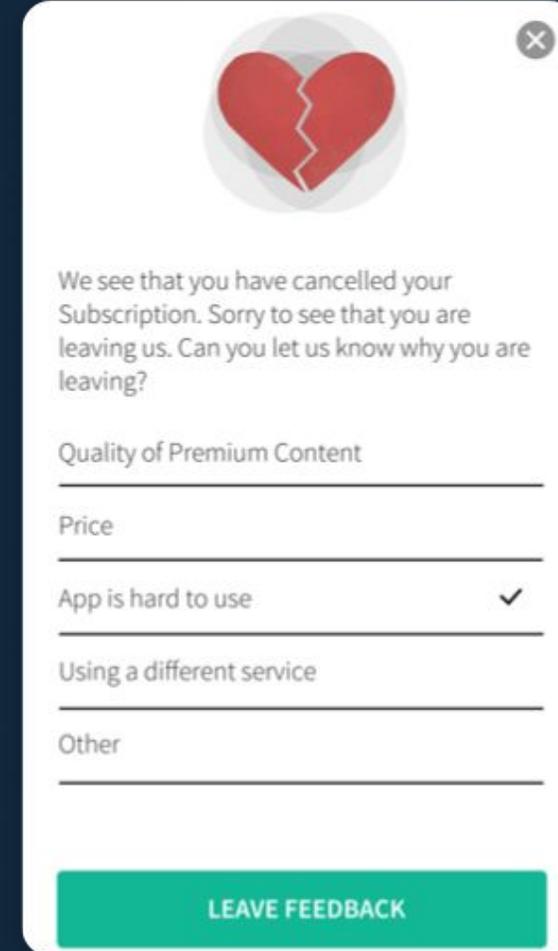


Survey Churning Customers

Ask customers who are unsubscribing why they are doing so with an in-app survey.

Knowing why users churn can help maximize the numbers who subscribe in the first place.

You may be surprised by the results.



The screenshot shows a white survey modal on a dark blue background. At the top left is a red broken heart icon, and at the top right is a close button (X). The text reads: "We see that you have cancelled your Subscription. Sorry to see that you are leaving us. Can you let us know why you are leaving?". Below this are five input fields with horizontal lines: "Quality of Premium Content", "Price", "App is hard to use" (with a checkmark), "Using a different service", and "Other". At the bottom is a teal button with the text "LEAVE FEEDBACK".