

# The Art of Converting Trials to Sales

**Mike Thompson**

*Senior Director of Development for Digital River*

**Denise Purtzer**

*Channel Development Manager for Digital River*

# Why do a Trial?

*It is the best and most complete way of marketing your software*

- 77% of online shoppers are “very to somewhat” influenced by the quality of content (descriptions, copy, images and tools) when deciding to purchase from an online retailer
- 79% “rarely or never” purchase a product without complete product information
- 76% believe content is insufficient to complete research or purchase online “always,” “most often” or “some of the time”
- When faced with incomplete information, 72% go to a competitor or research further
- One more option for customers and for Marketing

eTailing Group, 2008

# Trial Version-Evaluation period for Consumers

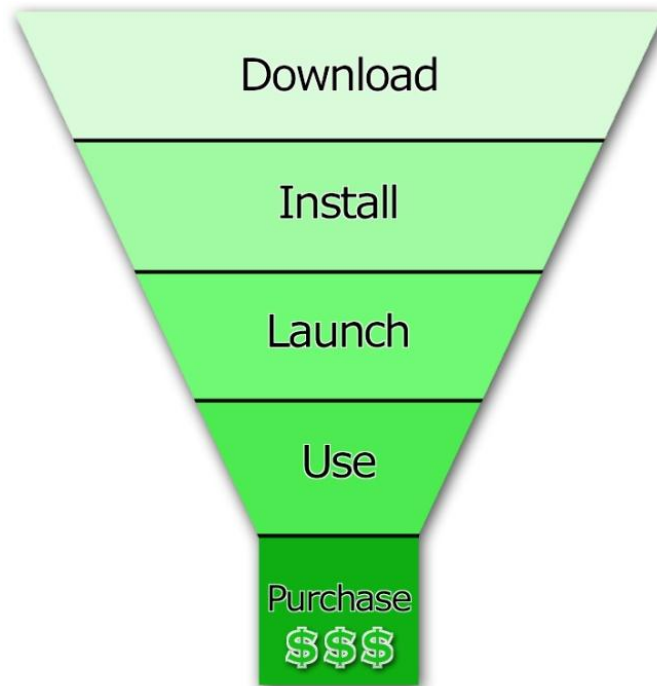
- **Types**

- **Time limit** - The program could be used for a limited period of time. Limited by days or hours.
- **Use limit** – The program can be used a limited number of times.
- **No Save functionality** – Allow users to try just for testing but not save their changes.
- **Limited Features** – Restrict the user to the base functionality and buy additional features.

*Types of implementation only limited by your marketing!*

# Optimize the Trial

- Test, Measure, Modify
- Broken into several segments:



## When do my users purchase?

- Nearly 70% of purchases occur less than 24 hours after download
- 50% of all trial purchases occur within **THE FIRST HOUR!!**
- No significant jump in purchases at the end of trial period
- The “half life” of trial version purchases is one day

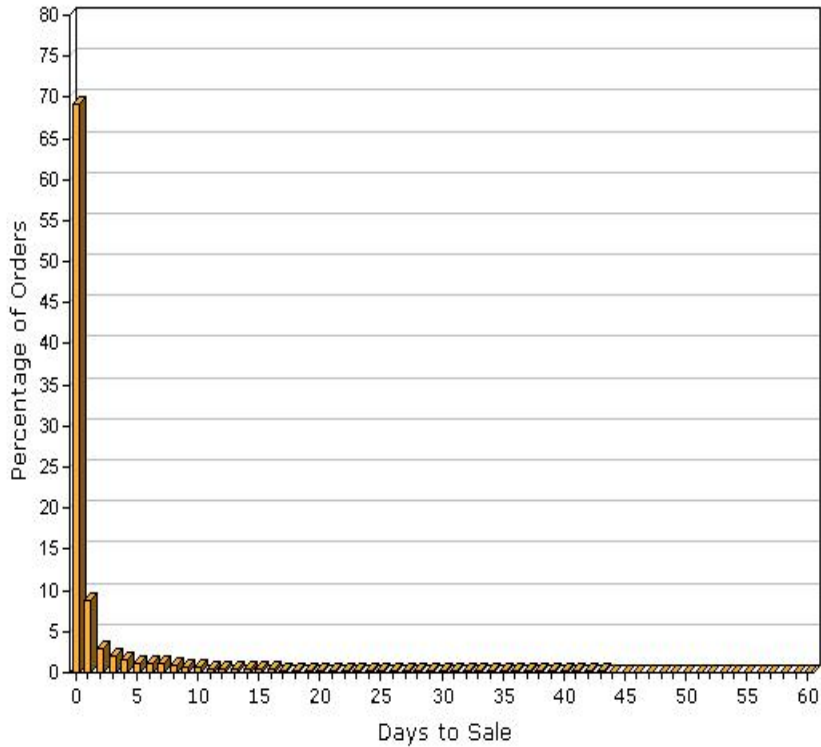
Start Download →

DOWNLOAD FREE TRIAL

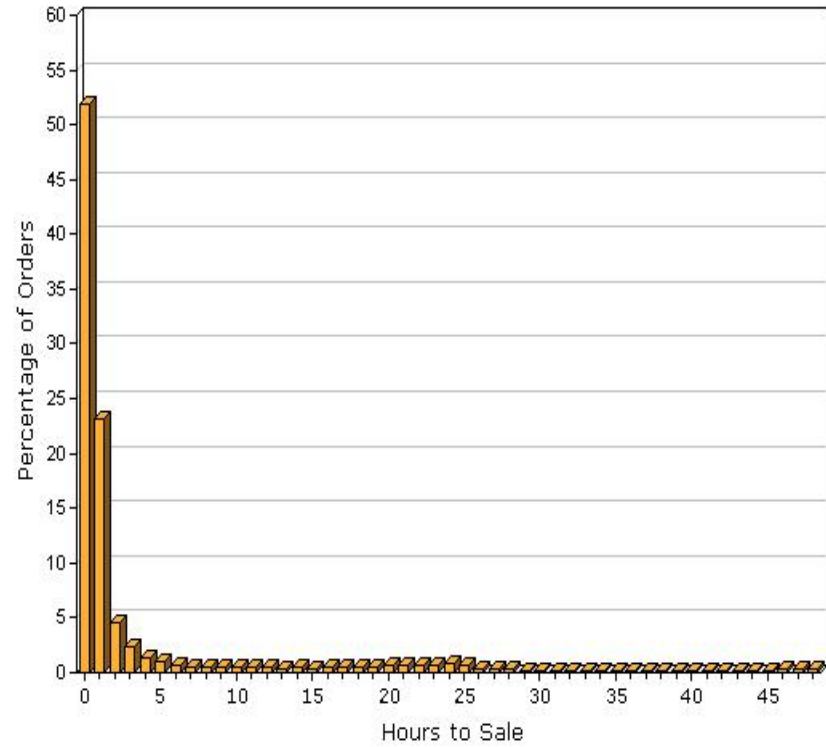


# When do my users purchase?

Days To Sale, Percentage Breakdown, All Orders

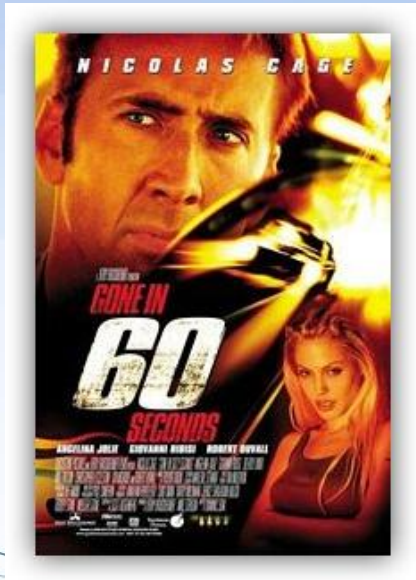


Hours To Sale, Percentage Breakdown, All Orders



## How do my customers use my trial version?

- High quality interface, design and language tell as much about the product as the features & functionality
- Users typically only use a product's basic features before purchasing
- “Gone in 60 Seconds”:



*if a user cannot figure out how to use the product in one minute or less, you will lose them*

## What should you consider?

- If you do not have the skills of quality design and language, hire a professional
- Make the main features of the product easy to see and easy to use, the product should naturally direct the user
- Most users will not attempt to use the help file during the trial, they instead will try another product
- Providing support for major languages can help encourage purchases

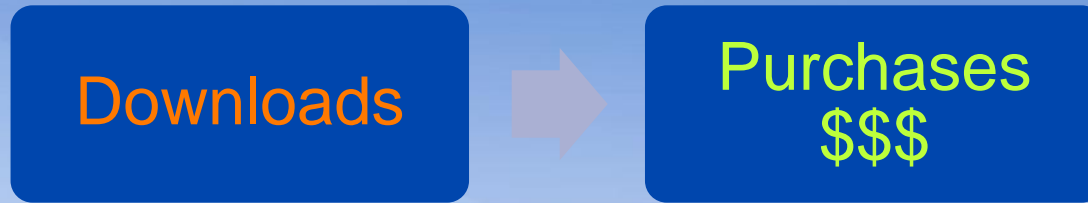
## How Should I Protect my Trial?

- An easy-to-find, widespread crack can drop sales by 30% or more
  - Money out of your pocket!
- DRM Balance-make it hard to crack but easy to use
- Third party software applications are available to help protect your product
  - Armadillo/SoftwarePassport
  - PCGuard, etc.
- Visit “Software Piracy” in Digital River Developer Resource
  - [www.developer-resource.com](http://www.developer-resource.com)



## What to Expect

- Conversion Rate



- Goal is 2%
- Less than .5%, room for improvement
- Compare against A/B testing (self) not industry

## Real Life Applications

- Test Drive – You have one hour
  - Set up the trial with purchase as end result
  - Ask Users to buy IMMEDIATELY and Often
  - “nice” programs do not sell as well
- Download and Observe Competitive and Other Products
- Provide Value



# Solve the Problem for the Customer

The screenshot displays the 'PC Tools Registry Mechanic' application window. The title bar includes 'PC Tools Registry Mechanic', 'Register', and 'Help' buttons. The main interface is titled 'Scan Results' and shows a list of registry errors. On the left, a sidebar lists various sections, with 'All sections (483)' selected. The main area displays a list of errors, each with a priority level (High, Low, or Medium), a status icon (checkmark or lock), and a description of the missing or invalid value. The first two errors are High Priority, and the remaining are Medium or Low Priority. At the bottom, there is a red warning message: 'Register now to repair all detected errors. Warning! Some errors may need immediate repair.' and buttons for 'Repair' and 'Close'. A large orange arrow points downwards from the 'Scan Results' title bar area.

**PC Tools Registry Mechanic** Register Help

**Scan Results**

All sections (483)

- All sections (483)
- Software Locations (2)
- Registry Integrity (0)
- Windows Fonts (0)
- Help And Resources (1)
- Shared DLLs (9)
- Startup Programs (0)
- Add/Remove Programs (88)
- Virtual Devices (0)
- File Extensions (5)
- Temp Files / Shortcuts (15)
- Custom Controls (20)
- Deep Scan (343)

**High Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\App Paths\cmdmgr32.exe

**High Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\App Paths\DefProfile

**Low Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\Help

**Medium Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\SharedDLLs

**Medium Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\SharedDLLs

**Medium Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\SharedDLLs

**Medium Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\SharedDLLs

**Medium Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\SharedDLLs

**Medium Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\SharedDLLs

**Medium Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\SharedDLLs

**Medium Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\SharedDLLs

**Low Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\Uninstall\NDNMitigationAPIs

**Low Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\Uninstall\KB891122

**Low Priority: Highlighted value is missing or invalid**  
HKEY\_LOCAL\_MACHINE\SOFTWARE\Microsoft\Windows\CurrentVersion\Uninstall\KB909520

**Register now to repair all detected errors.**  
Warning! Some errors may need immediate repair

Repair Close

Start 5 Microsoft O... Document4 - Mi... 2 Microsoft O... Free Download ... 3 Microsoft Of... 100% - Registr... Downloads Registry Mec... 7:17 PM

## Build in Incentive

- Customer Leaves trial, get them an offer
  - Discount if they purchase now



**NUANCE**

**Don't Leave Just Yet**

Complete your order  
now and  
**Save 10%**  
off your entire purchase!

[Click here](#)

(discount reflected in shopping cart)

## Hold Something Back

- Photos, Music, Personal Info.
- Games-get 'em hooked and don't let them proceed
- 3D interface—cool add-in's only available for subscribers



# Remember the Goal:

Norton Business Partners **Store** About Symantec


Welcome Shop Products Upgrade Renew Store Services Shopping Resources Become An Affiliate



PRINT THIS PAGE

Norton Software Store > Shopping Cart

Secure Connection Shopping Cart / Customer Information Order Complete

Order Number: 3942706011  
Price in US Dollar

Click on  to remove from cart Help ?

Qty	Product	Delivery Method	Price
 <input type="text" value="1"/>	<b>Norton 360 Version 3.0 Premier Edition 2 Year Windows XP/Vista</b>	Download	\$174.99
1	<b>PC Check-up Service Windows XP/XP Pro/Vista</b>	Service	\$0.00
 1	<b>Extended Download Service &gt;What is the Extended Download Service?</b>	Service	\$8.99
<input type="button" value="UPDATE"/> <b>Coupon Code:</b> <input type="text"/> <input type="button" value="APPLY"/>			
<b>Total</b>			<b>\$183.98</b>

# Questions?

## Mike Thompson

*Senior Director of Development for Digital River*  
*[mthompson@digitalriver.com](mailto:mthompson@digitalriver.com)*

## Denise Purtzer

*Channel Development Manager for Digital River*  
*[dpurtzer@digitalriver.com](mailto:dpurtzer@digitalriver.com)*