

## Trial Optimization Assessment

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 lead gen source. Trial optimization examines and improves your trial structure, trialist journey and measurement strategy to efficiently support trialists from inquiry through active use—ultimately leading to increased sales.

### The Challenge:

Once a free trial is up and running, marketers and sellers often don't know which levers to pull to improve performance. Could improvements to the trial structure, customer journey, or supporting processes enhance trial results? Unfortunately, many trials are on autopilot, which typically means they are losing valuable leads and delivering a less than optimal customer experience.

### The Solution:

Aventi's *Trial Optimization Assessment* provides a comprehensive analysis of your trial experience. The deliverable is a detailed, prioritized set of recommendations for improving your trial, including addressing:

- **Trial discovery** – How trialists first discover your trial.
- **Trial signup process** – Trialist abandonment rate, ease of experience, and time-to-value.
- **Trial journey** – The quality and consistency of the journey for different trialist profiles.
- **Competitive standing** – Trial experience compared to that of your biggest competitor.
- **Funnel analysis** – Review of key metrics and comparison to benchmarks and expectations.

### Client Results:

**300%** Increased trial usage

**47%** Trial led revenue increase



“Aventi Group helped Adobe transform our trial program from being an auto-pilot marketing effort into a data-driven, optimized trial experience -- speeding time-to-value, tripling trial engagement, and increasing revenue by 47%.”

– Doug Thompson, Group Manager, Partner Product Marketing, Adobe



“Aventi's analysis of our Enterprise free trial was clear, convincing, and identified the low hanging fruit to help us improve our trial results.”

– Erika Johnson, Director Field and Global Campaigns, Malwarebytes

## Let us help you!

We will schedule an introductory meeting and talk about where we can assist you with your trial optimization.

### 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**

