

Trial Optimization Case Study

Take Us For A Spin.

Absolute | **LO/JACK**

- FULL FEATURES
- NO RESTRICTIONS OF STANDARD

START YOUR FREE TRIAL

2-MINUTES TO INSTALL



WHAT IF YOU COULD DISABLE YOUR DEVICE THE MOMENT YOU KNEW IT WAS COMPROMISED? **YOU ALREADY CAN.**

Activation - Before

SHIPPING CART > BILLING/ORDER VERIFICATION > ORDER CONFIRMATION

Checkout Need Help with Your Order?

Reference Number: 10242565326 Select Currency: USD

Qty	Refresh	Trash	Product Name	Price
1			LoJack for Laptops - 6 month <small>Auto-Renew On (Update Auto-Renew Status)</small>	\$0.00

Promo Code (Optional)
< Continue Shopping Sub-Total \$0.00

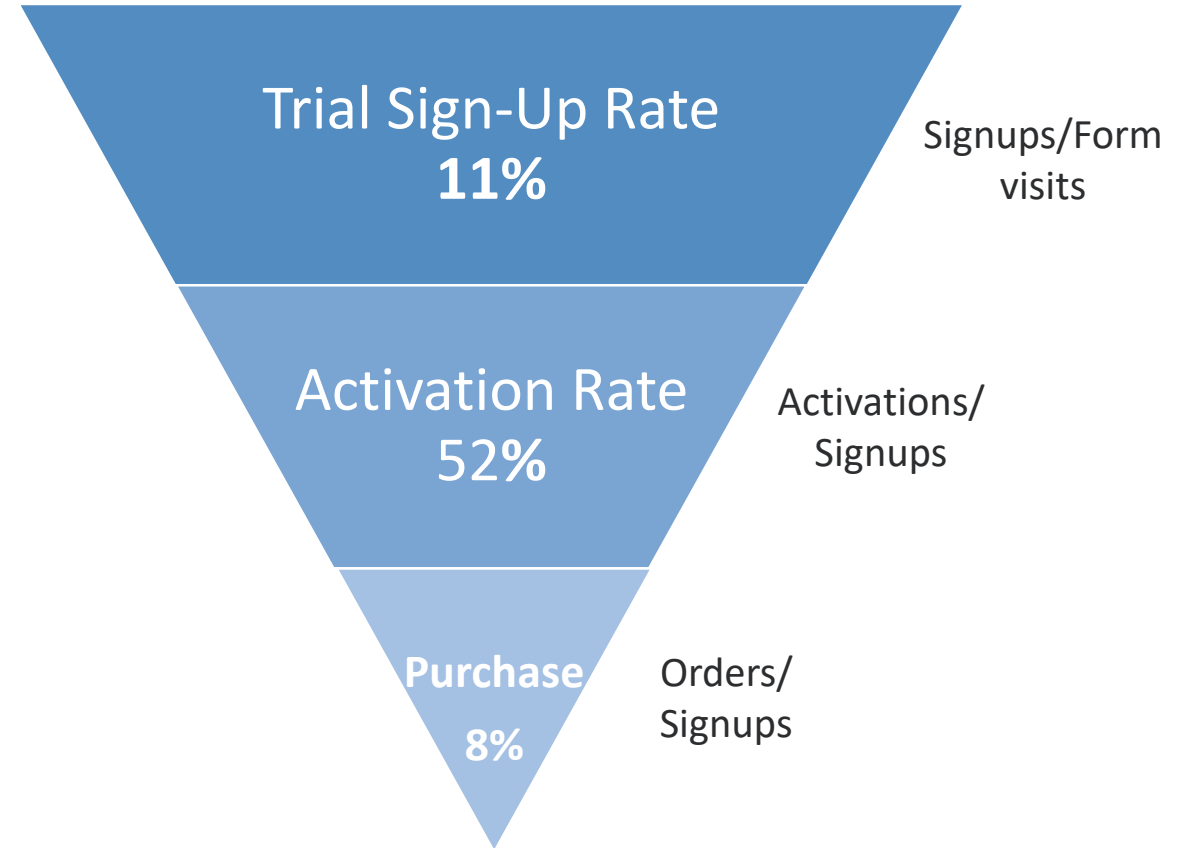
Contact Information
To complete your secure online order, please enter your email address.
Email Address:*
Verify Email Address:*

Billing Information

First Name:*
Last Name:*
Company Name:
Address Line 1:*
Address Line 2:
City:*
State/Province:*
Zip/Postal Code:*
Country:*
Phone Number:*

*Purchase with Zero \$0 Value,
no payments involved*

Before

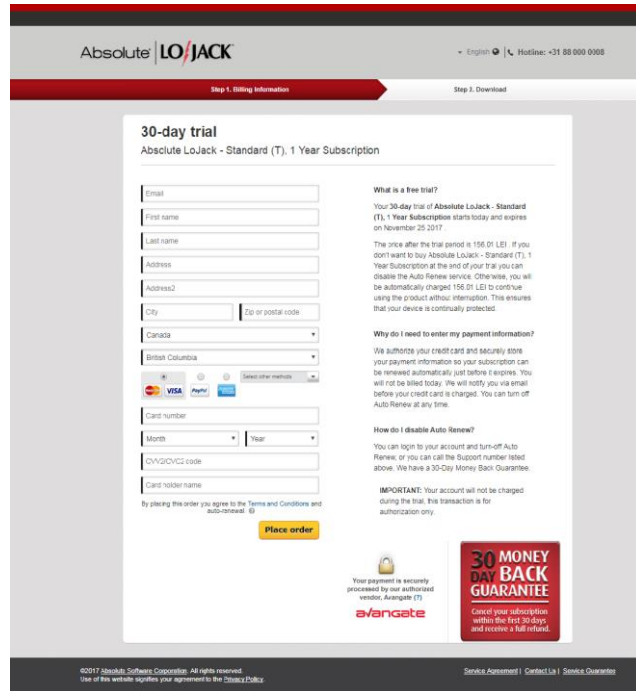


Trial Conversion Rate 0.9%

Orders/Form Visits

Optimized Trial Process

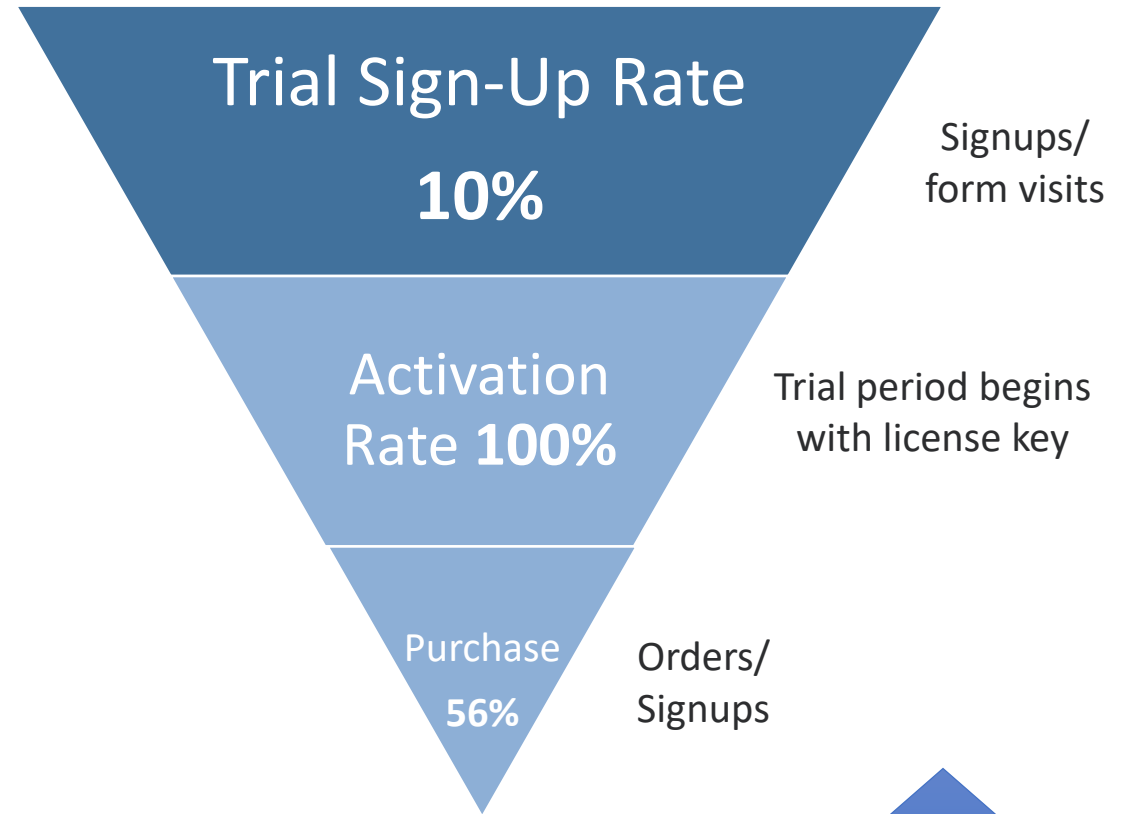
Improved Mechanism & Payments



*Free Trial with Payment Details
Automatic Activation*

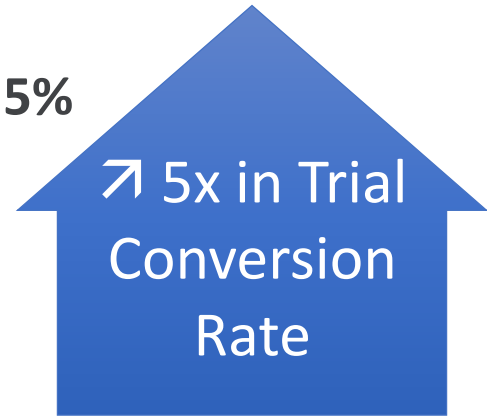


After



Trial Conversion Rate 5%

Orders/Form Visits



Churn Prevention Case Study

30 DAY FREE TRIAL

23%

Revenue Uplift
with RRT

7 Fold ROI

On Advanced
RRT Tools

35%

Recovery Rate
Out of Auto-recurring transactions

5%

Revenue Uplift
Shopping cart recovery