

An aerial view of a city at night, with a network of glowing white lines connecting various points across the skyline. A large green chevron shape is positioned in the top-left corner, pointing downwards.

# How to Tackle Your Biggest Blocker to Converting More Trials Into Paid Users

Webinar

The background features a dark blue-grey field with a faint, intricate pattern of interlocking gears and circuit-like lines. A large, bright green checkmark is positioned in the upper right corner, pointing downwards and to the left. A thick green horizontal line is located below the main title.

# 2Checkout (now Verifone)

All-in-one monetization platform for global businesses.

**2checkout**  
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# Introductions



**SPEAKER**

**CLAUDIU MURARIU**

Founder & CEO  
InnerTrends



**HOST**

**MARIUS BARAITARU**

Product Strategist  
2Checkout (now Verifone)





# **How to Tackle Your Biggest Blocker to Converting More Trials Into Paid Users**

... without even asking them to pay

# Who is this presentation for

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Product Led Growth companies that use free trial or freemium strategies to get more customers.

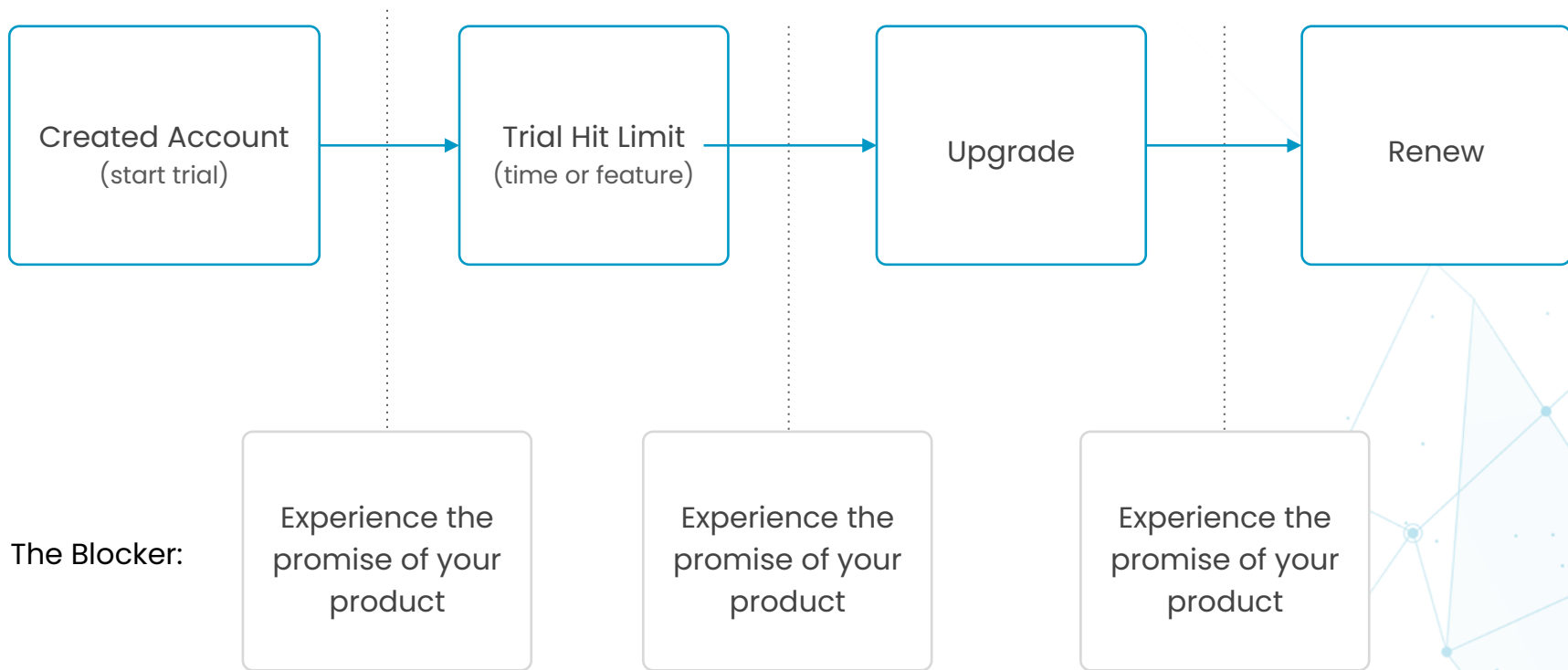
Product managers, product marketers and executives whose jobs are:

- understanding what are the customer needs when setting up a trial
- offering them the best trial experience.



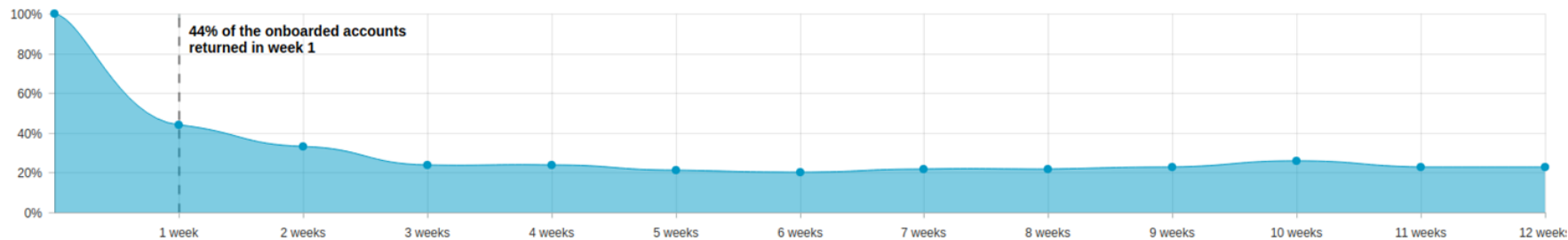
# How are customers converting from free trial to paid

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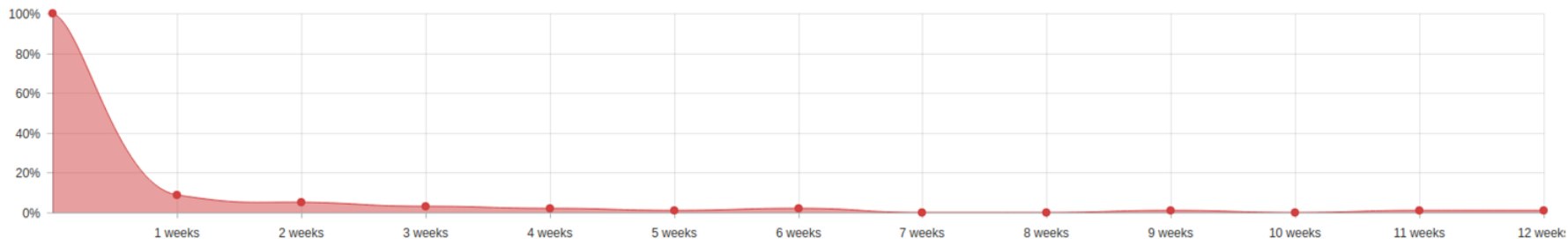


# How important is to have users experience the promise of your product

OVERALL RETENTION CURVE



OVERALL RETENTION CURVE



## No promise between:

### Created account -> Trial Limit Hit

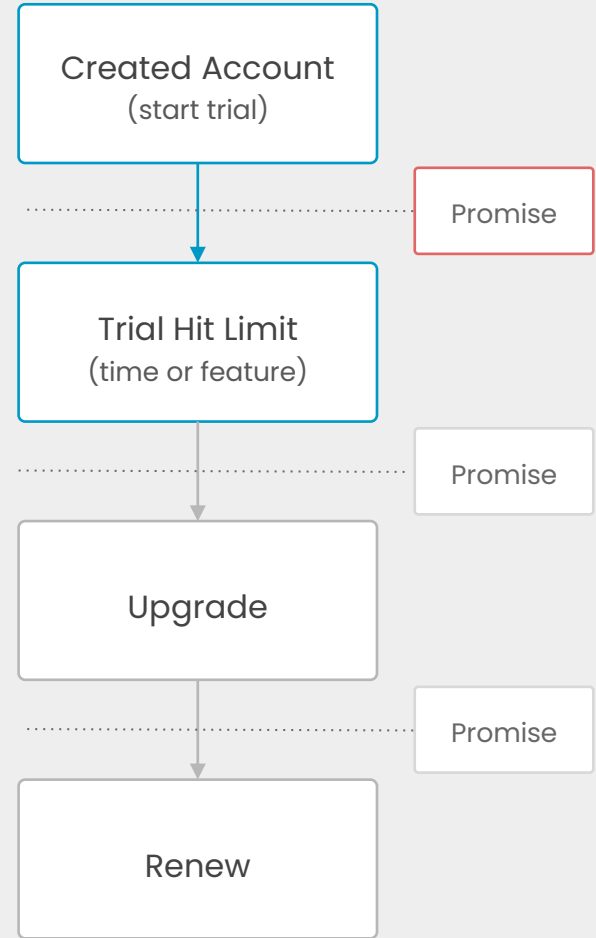
By far the biggest segment to tackle because most trials never hit their limit (end of trial period, usage, etc). 60-80% of all the trials we analyzed.

The limit is often linked to the promise of your product:

- Docusign: 30 days free trial to e-sign documents

The limit or length of the trial does not matter if the promise is never reached.

For most SaaS businesses, that promise needs to be experienced in the first hours or at most the first few days after creating an account





## No promise between: Trial Limit Hit -> Upgrade

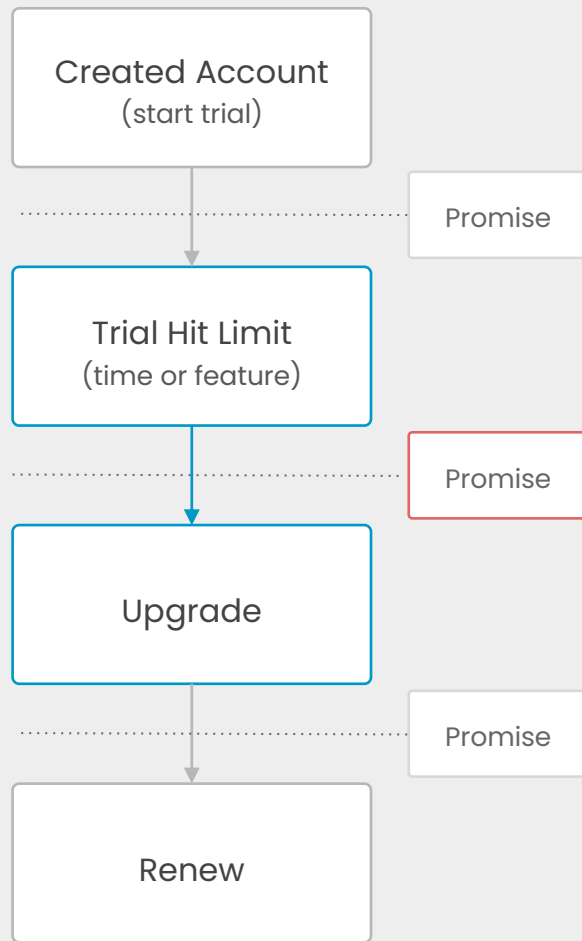
Happens especially for the SaaS Businesses with long setup cycles. 20-30% of all the trials we analyzed.

2 options:

- Force user to upgrade and experience promise after upgrade
- Extend trial period and motivate user to experience promise

Often means your promise is very enticing but the effort required by the user is not small.

From our experience, experimenting with the trial periods/feature limits does not fix the problem, unless the product experience is great.

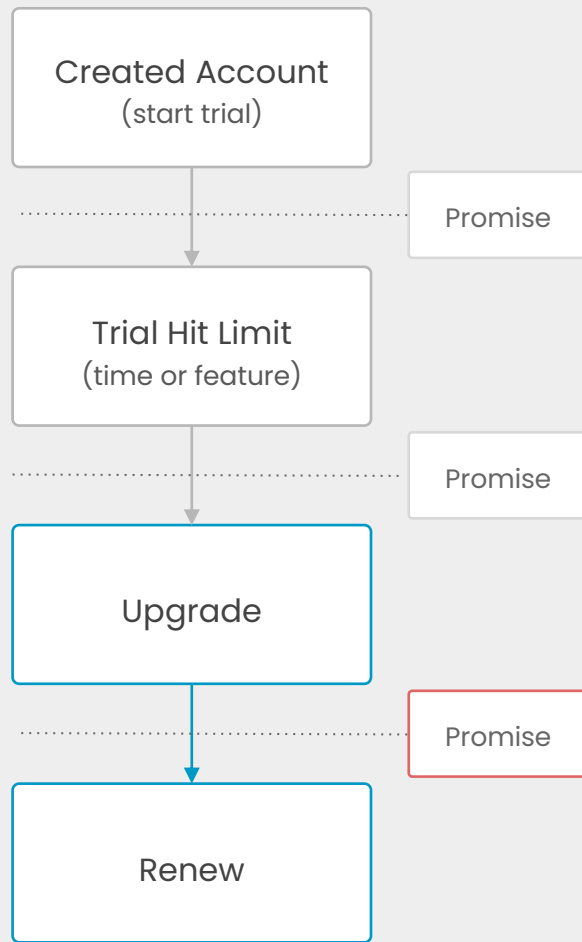


## No promise between: Upgrade -> Renewal

We often see 10%-15% of users upgrading to a paid plan even though they still did not experience the promise of the product.

The easiest group to tackle. They already paid, you just need to help them get set up.

When not tackled they generate chargebacks or churn in the first 2-3 months, having a considerable impact on your LTV metrics.



# Is a promise a metric?

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Yes. It's called Onboarding Rate.

The onboarding process does not finish when users open the last email in a sequence or go through a product guide.

The onboarding process finishes when users experience the promise of your product for the first time.

That way, tackling the biggest blocker in the trial to paid funnel becomes a clear strategy owned by product marketers and managers.

# How do you define it?

The promise of your product is not defined by data. It's defined by the job the product is designed to do for its users.

It's often stated in big, bold letters on the homepage or landing pages of your product.

## Take the Actionable Metrics wizard:

Answer a series of questions to generate an actionable metrics canvas that includes the metrics that matter most for growing your specific business.

<https://www.innertrends.com/actionable-metrics-canvas>

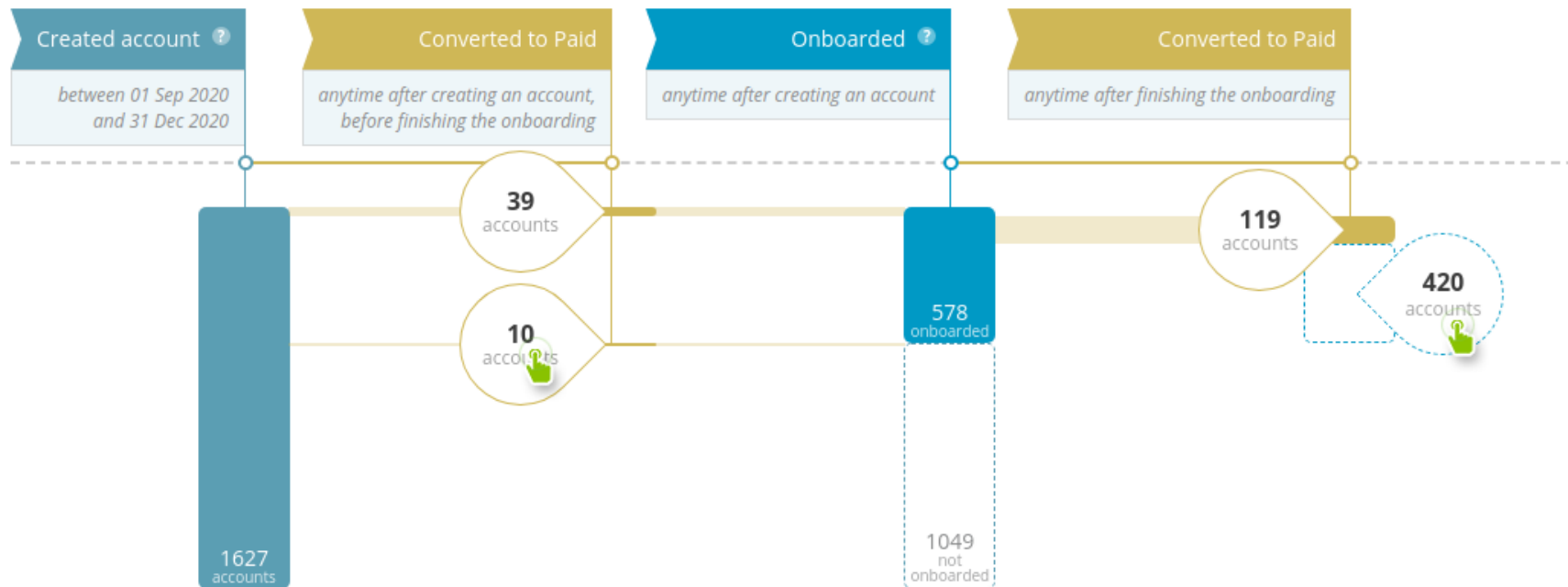
Get Started

## Actionable Metrics

Defined in the tabs below are the metrics that matter most for growing your business.

Acquisition	Activation	Revenue	Retention	Referral						
<h3>How do users find you?</h3> <p>The first step where visitors sign up on your website for your software to begin exploring.</p> <table><tbody><tr><td><b>Supporting Metrics:</b> The required actions that lead the prospect to convert on the primary acquisition metric.</td><td><ul style="list-style-type: none"><li>Anonymous Visits</li><li>Sign Up Intent</li></ul></td></tr><tr><td><b>Primary Metric:</b> Defined by your primary customer acquisition strategy or definition of account sign up.</td><td><ul style="list-style-type: none"><li>Free Trials</li></ul></td></tr><tr><td><b>Other Growth Metrics:</b> Work to grow these other common metrics to help build a better Acquisition funnel.<ul style="list-style-type: none"><li>Website Traffic</li><li>Paid Advertising Traffic</li><li>Blog traffic</li><li>Referral Traffic</li><li>etc</li></ul></td><td><b>Sign Up Intent Defined</b><ul style="list-style-type: none"><li>Started filling registration page</li></ul></td></tr></tbody></table>					<b>Supporting Metrics:</b> The required actions that lead the prospect to convert on the primary acquisition metric.	<ul style="list-style-type: none"><li>Anonymous Visits</li><li>Sign Up Intent</li></ul>	<b>Primary Metric:</b> Defined by your primary customer acquisition strategy or definition of account sign up.	<ul style="list-style-type: none"><li>Free Trials</li></ul>	<b>Other Growth Metrics:</b> Work to grow these other common metrics to help build a better Acquisition funnel. <ul style="list-style-type: none"><li>Website Traffic</li><li>Paid Advertising Traffic</li><li>Blog traffic</li><li>Referral Traffic</li><li>etc</li></ul>	<b>Sign Up Intent Defined</b> <ul style="list-style-type: none"><li>Started filling registration page</li></ul>
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<h3>Other Important Considerations</h3> <ul style="list-style-type: none"><li>Where are each of these metrics tracked? ie Tools, G Sheets etc.</li><li>What strategies are you currently executing to grow these metrics?</li><li>What tools are you using to execute your strategies?</li><li>What team is responsible for your growing your Acquisition metrics? ie Marketing, Sales</li><li>What person is assigned to monitor and be held accountable for the health of these metrics?</li></ul>										

## How it looks like?



# How do you tackle low onboarding rates?

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## Step 1: Define your onboarding funnel

Answer the following question: what are the technical requirements for a user to be able to experience the promise of my product.

They are often not the same as what you call today onboarding guides, wizards, checklists or steps within your product.

Most often, the technical requirements are part of a linear process. Eg for DocuSign:

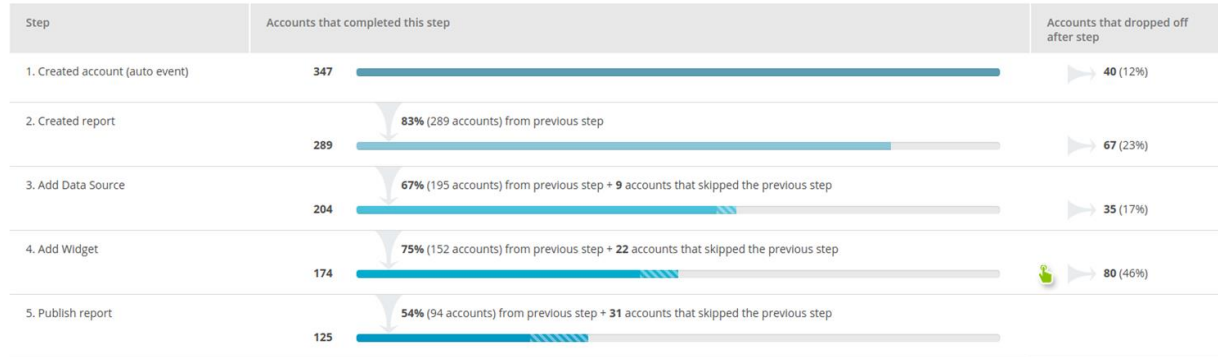
- Create account
- Upload document
- Send to second party
- Get it signed

# How do you tackle low onboarding rates?

## Step 2: Identify the technical requirement where most people have problems

A cohort funnel will tell you that. A cohort funnel is critical as 20–50% of your users will delay going through the technical requirements for a later time.

THE ONBOARDING CONVERSION RATE STEP BY STEP



# How do you tackle low onboarding rates?

## Step 3: Identify what influences people to go through the technical requirement with the highest drop off rate

Here is where data science comes to the rescue. An algorithm can be used to look at all the activity that happens between 2 onboarding steps and categorize it automatically into

Action name	Total no. of accounts that performed this action between steps	Accounts that reached the next step: <div><div></div></div>	Accounts that dropped off: 35 <div><div></div></div>	Action specificity level
<b>Actions specific to accounts that reach the next step</b>				
Clicked: Widget Modal > Select Widget	156	143 <div><div></div></div>	13 <div><div></div></div>	■■■■■■■■■■
/teams/:teamid/:category?/clients:clientid/reports/reportid/: Clicked: save-data-source	150	136 <div><div></div></div>	14 <div><div></div></div>	■■■■■■■■■■
<b>Actions specific to accounts that dropped off</b>				
Screen: /teams/:teamid/:category?/reports/	42	26 <div><div></div></div>	16 <div><div></div></div>	■■■■■■■■■■
<b>Actions that are not specific to accounts that reached the next step or dropped off</b>				
Connected google-analytics	31	28 <div><div></div></div>	3 <div><div></div></div>	

Here is where product guides or email sequences can become very helpful.



## Experiment and start over

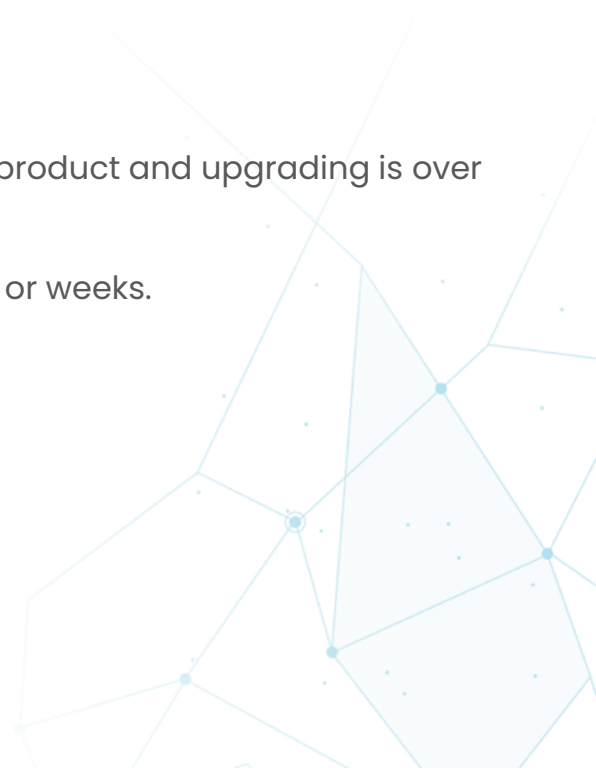
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A good onboarding rate for B2B free trial or freemium product is between 40–60%. With lots of experimenting some companies manage it to get it to more than 70%.

For B2C products we consider good onboarding rates between 30–50%.

For most products the correlation between experimenting the promise of the product and upgrading is over 0.8 (very high).

The onboarding process often takes hours or days while upgrading take days or weeks.



# Let's play

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Use this link to define your onboarding process and other actionable metrics:

<https://www.innertrends.com/actionable-metrics-canvas>

Let's do a live session through it! Who wants to volunteer their application?



## To conclude

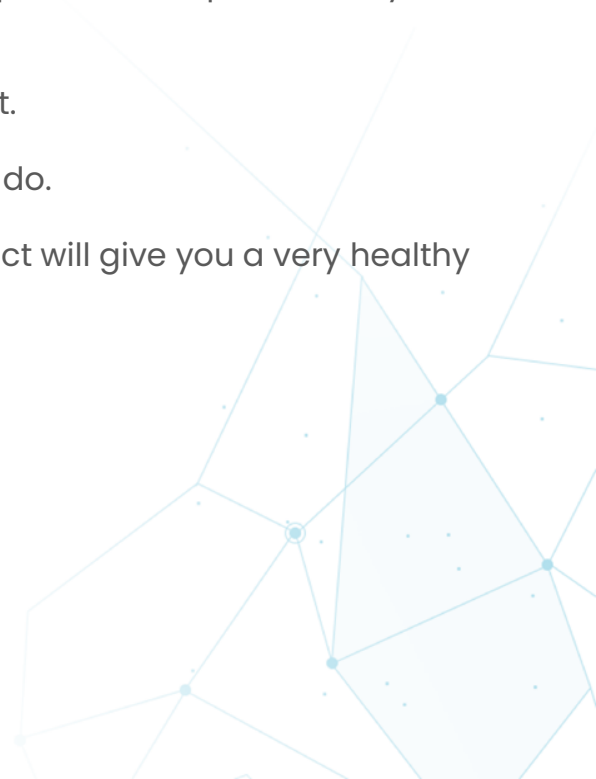
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Your biggest blocker in getting people from trial to paid is not having them experience the promise of your product.

To measure it and see how many people never get there, you need to define it.

The promise is not defined by data but by the job your product is designed to do.

Getting more than 50% of yours trials to experience the promise of your product will give you a very healthy growth rate.





**Thank you**

[claudiu@innertrends.com](mailto:claudiu@innertrends.com)



# Questions from the audience?

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# Continue the conversation:

InnerTrends Blog: <https://www.innertrends.com/blog>

2Checkout Blog: <https://blog.2checkout.com/>

2Checkout Resources: <https://www.2checkout.com/how-to/>

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