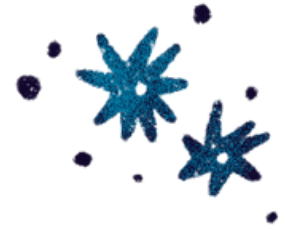# Optimizing

FREE TRIAL NURTURE STREAMS

INCREASING THE ACTIVATION RATE FROM 50.22% TO 65.38%

OVERVIEW

When it comes to B2B software, a free trial is often the first step in the customer acquisition process. But what happens after a user signs up? In many cases, they are left to navigate the software on their own, leading to frustration and a high drop-off rate. That's where our team came in to help a B2B software brand optimize its existing email nurture campaigns to improve the user experience and drive more free trial activations.

OPTIMIZING EMAIL NURTURING TO INCREASE FREE TRIAL ACTIVATIONS

CONVERTING FREE TRIAL USERS INTO PAYING CUSTOMERS

The brand's existing email nurture campaigns were not producing the desired results. The activation rate for the 14-day free trial was hovering around 50%, and there was a high drop-off rate after just a few days of usage. Our team was brought in to optimize the email nurture campaigns and provide a better user experience for trial users.

THE POWER OF SEO

HOW WE OPTIMIZED OUR CLIENT'S WEBSITE TO IMPROVE VISIBILITY AND ORGANIC SEARCH RANKINGS

The buyer's journey is the process a potential customer goes through from becoming aware of a product or service to making a purchase decision. For B2B software brands, this journey can be complex and involve multiple decision-makers. In the case of our client, the buyer's journey involved awareness of their software, consideration of its features and benefits, and ultimately, the decision to activate the free trial.

Our team worked closely with the client to understand their target audience and develop a personalized email nurture campaign that would guide users through the trial period and provide them with the information and resources they needed to make an informed decision. By optimizing the user experience and providing value at each stage of the buyer's journey, we were able to increase activation rates and drive new customer acquisitions for our client.

THE BUYER'S JOURNEY

AWARENESS STAGE → CONSIDERATION STAGE → DECISION STAGE
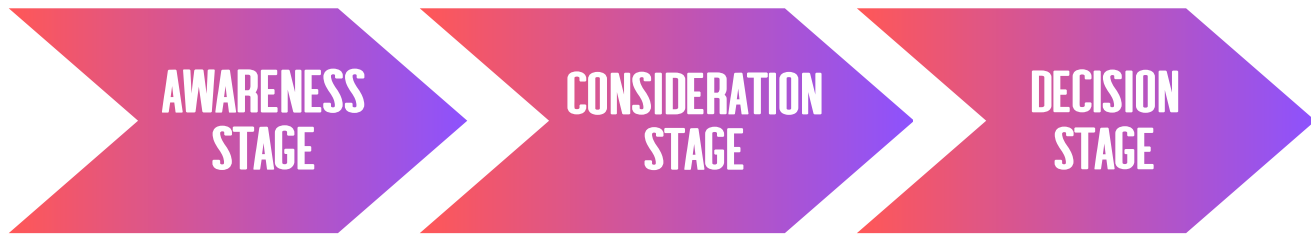
REVAMPING THE EMAIL NURTURING CAMPAIGNS
FROM BLAND TO BRILLIANT: HOW WE REVAMPED THE EMAIL NURTURING CAMPAIGNS

Our team started by conducting a comprehensive review of the existing email nurture campaigns. We analyzed the content, messaging, and user experience to identify areas for improvement. Based on our findings, we developed a new email nurture strategy that focused on providing timely and relevant content to trial users.

The new email nurture strategy included:

1. **PERSONALIZED ONBOARDING:** We created a series of personalized onboarding emails that provided users with tips and best practices for using the software. The onboarding emails were triggered based on user behavior and were designed to help users get the most out of the trial period.

2. **EDUCATIONAL CONTENT:** We developed a series of educational emails that provided users with in-depth information about the software's key features and benefits. These emails were designed to be helpful and informative, rather than sales-y, to build trust with users.

3. **SOCIAL PROOF:** We included customer success stories and testimonials in the email nurture campaigns to build social proof and increase trust in the brand.

4. **CALLS TO ACTION:** We included clear calls to action in every email to encourage users to take the next step in the activation process.

WINNING THE GAME

HOW WE BOOSTED THE ACTIVATION RATE OF A B2B SOFTWARE BRAND BY 15.16%

The new email nurture campaigns were a success, resulting in a 15.16% increase in activation rate from 50.22% to 65.38%. By providing a better user experience and more relevant content, we were able to keep users engaged and interested in the software. This led to more free trial activations and ultimately more customers for the brand.

CONCLUSION

Optimizing email nurture campaigns can be a powerful way to improve the user experience and drive more free trial activations. By providing personalized onboarding, educational content, social proof, and clear calls to action, our team was able to help a B2B software brand increase its activation rate and ultimately acquire more customers.

Boost my ROI
ASAP
CHAT WITH THE BOSS

What can North star do?
SHOW ME
BROWSE CASE STUDIES