

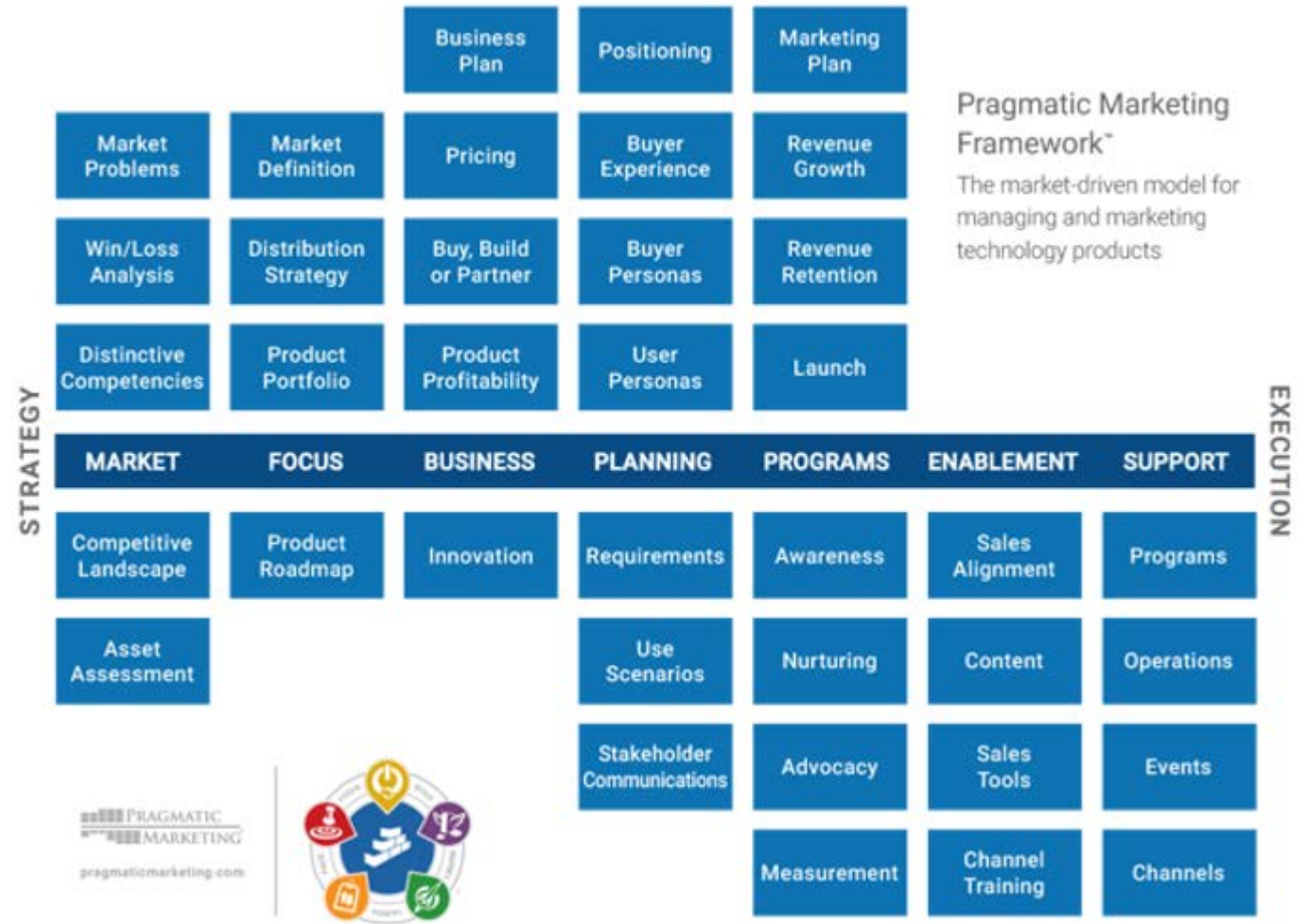
Context Is King

Data-Driven Customer Engagement





about us



Experts in technology product management and product marketing

Specialize in training

Trained hundreds of thousands of people at thousands of companies since 1993



presenter



Keith is Revulytics' VP, Software Analytics and was the co-founder and CEO of Trackerbird Software Analytics, before the company was acquired by Revulytics in 2016. Following the acquisition, Keith joined the Revulytics team and is now responsible for the strategic direction and growth of the Usage Analytics business within the company.

Prior to founding Trackerbird, Keith held senior product roles at GFI Software where he was responsible for the product roadmap and revenue growth for various security products in the company's portfolio. Keith also brings with him 10 years of IT consultancy experience in the SMB space. Keith has a master's in computer science from the University of Malta, specializing in high performance computing.



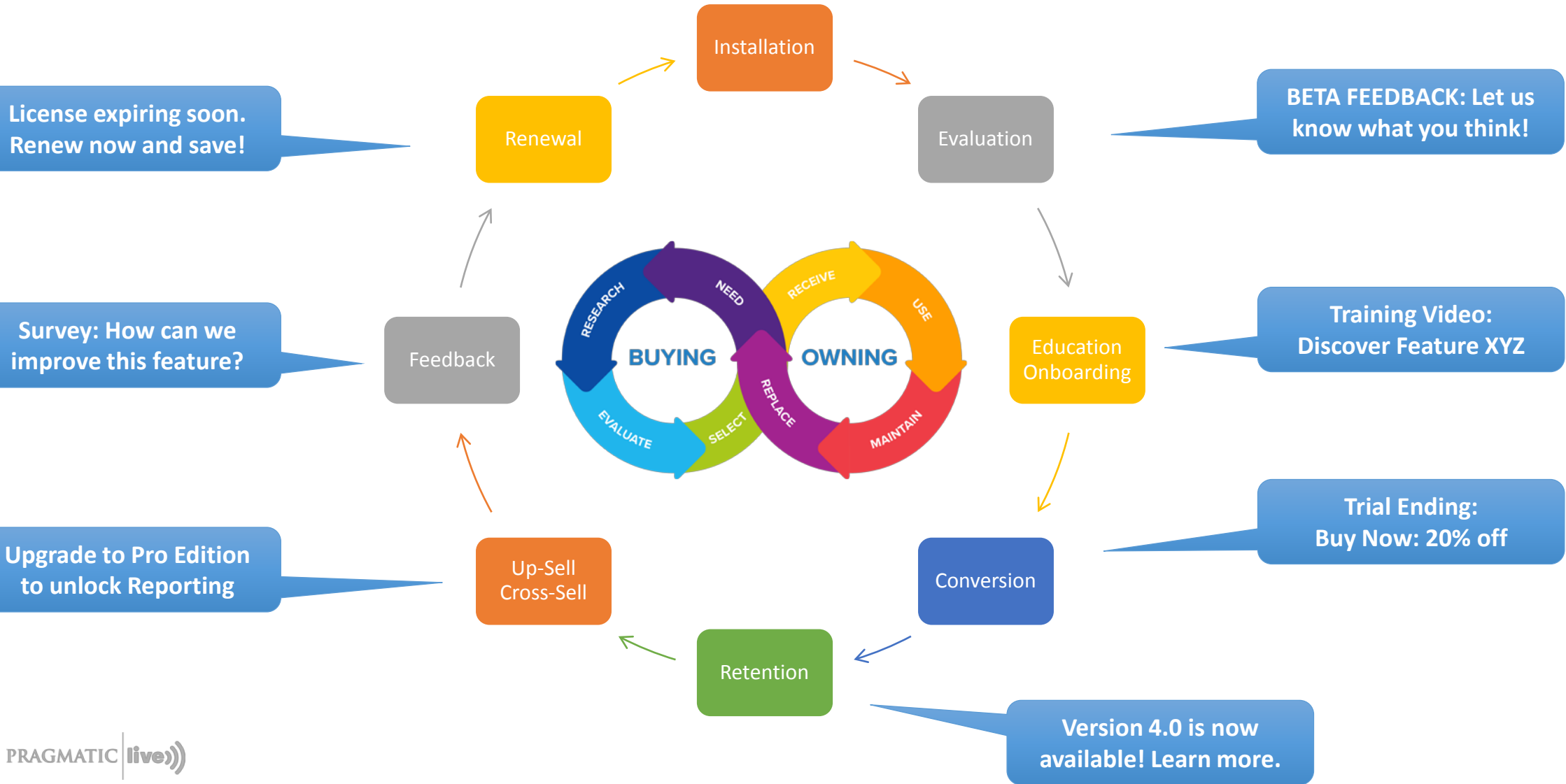
Agenda

- When and why to engage with users
- Data-driven in-app messages
 - Personalization with anonymous data
- Case studies
 - Providing guidance during evaluation
 - Prompting product and feature adoption
 - Collecting usage-based feedback
 - Timing upgrade and cross-sell offers
- Q&A

When and Why to Engage with Users



Stages of User Engagement



Context Is King

- Google ads added relevance to online advertising
- Amazon recommendation engine
- What was wrong with Clippy?
- People **expect** in-context engagement



Software Usage Analytics Provides Context



Track

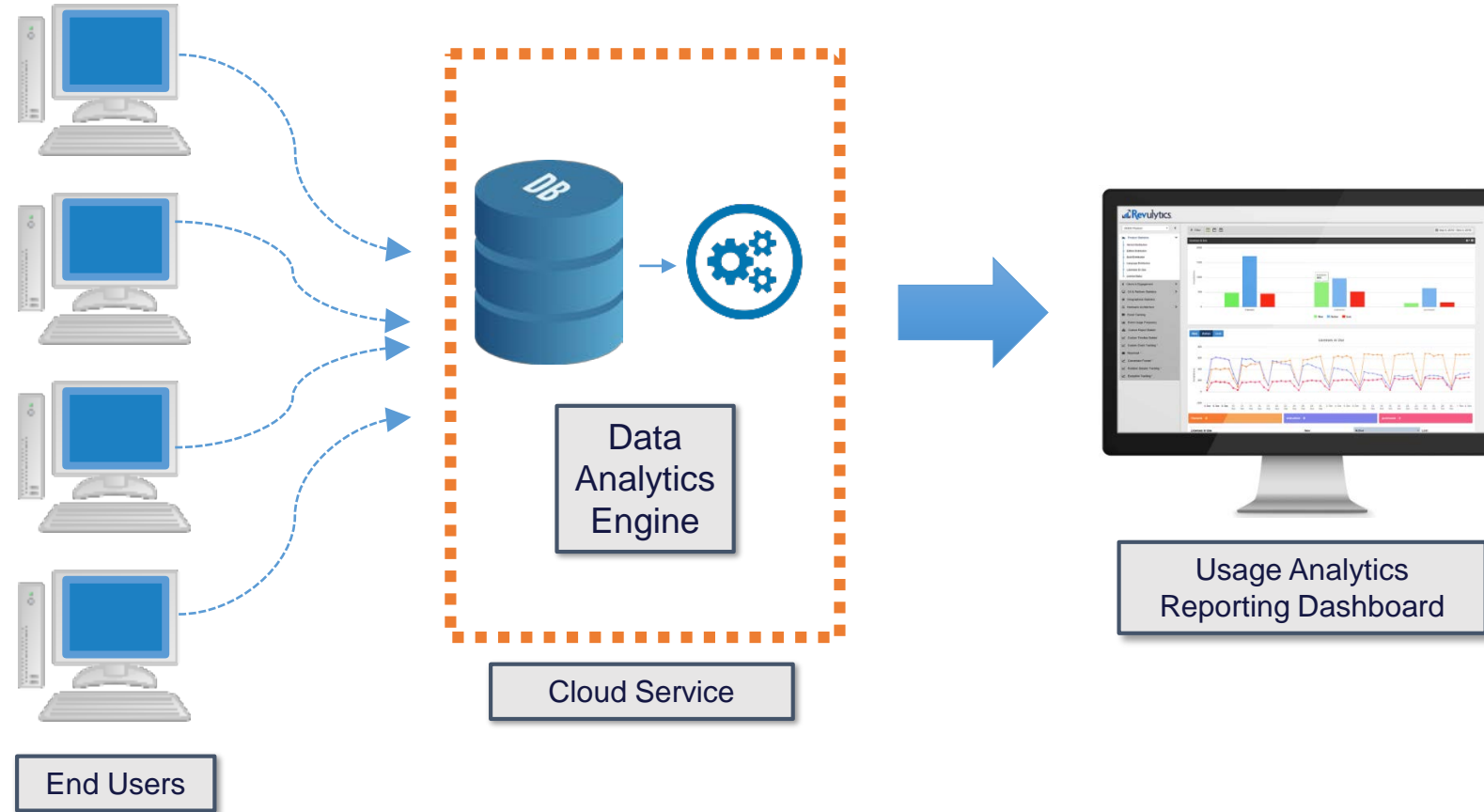


Analyze



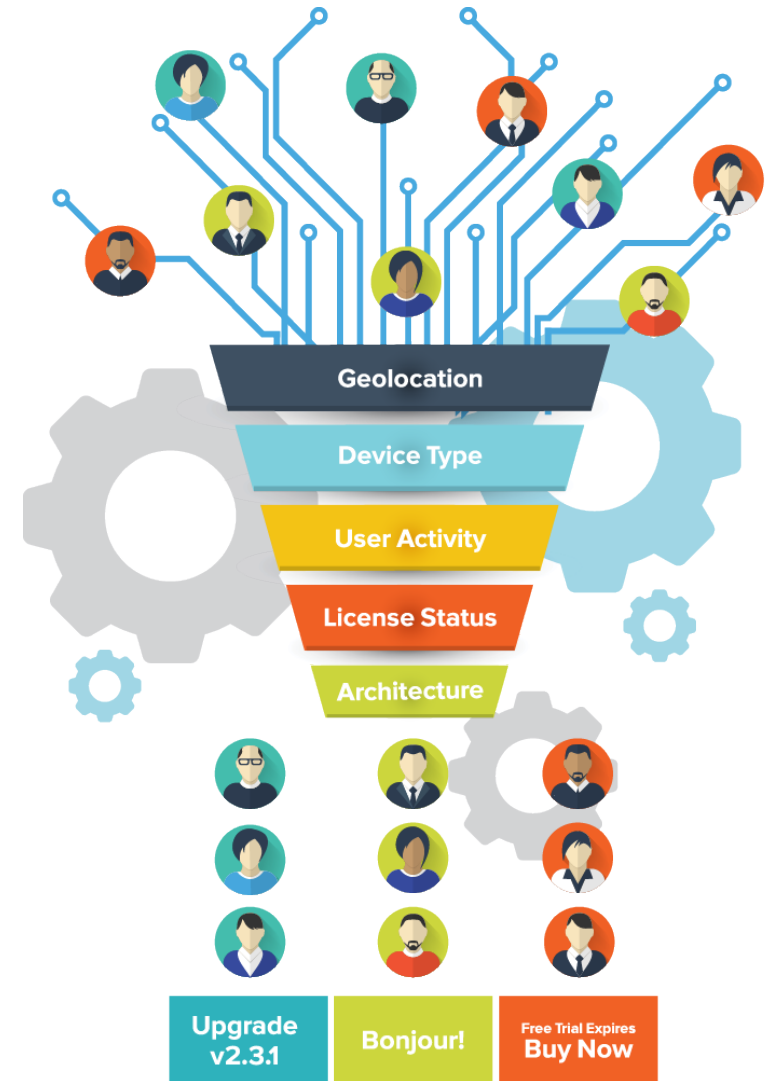
Act

Software Usage Analytics Architecture

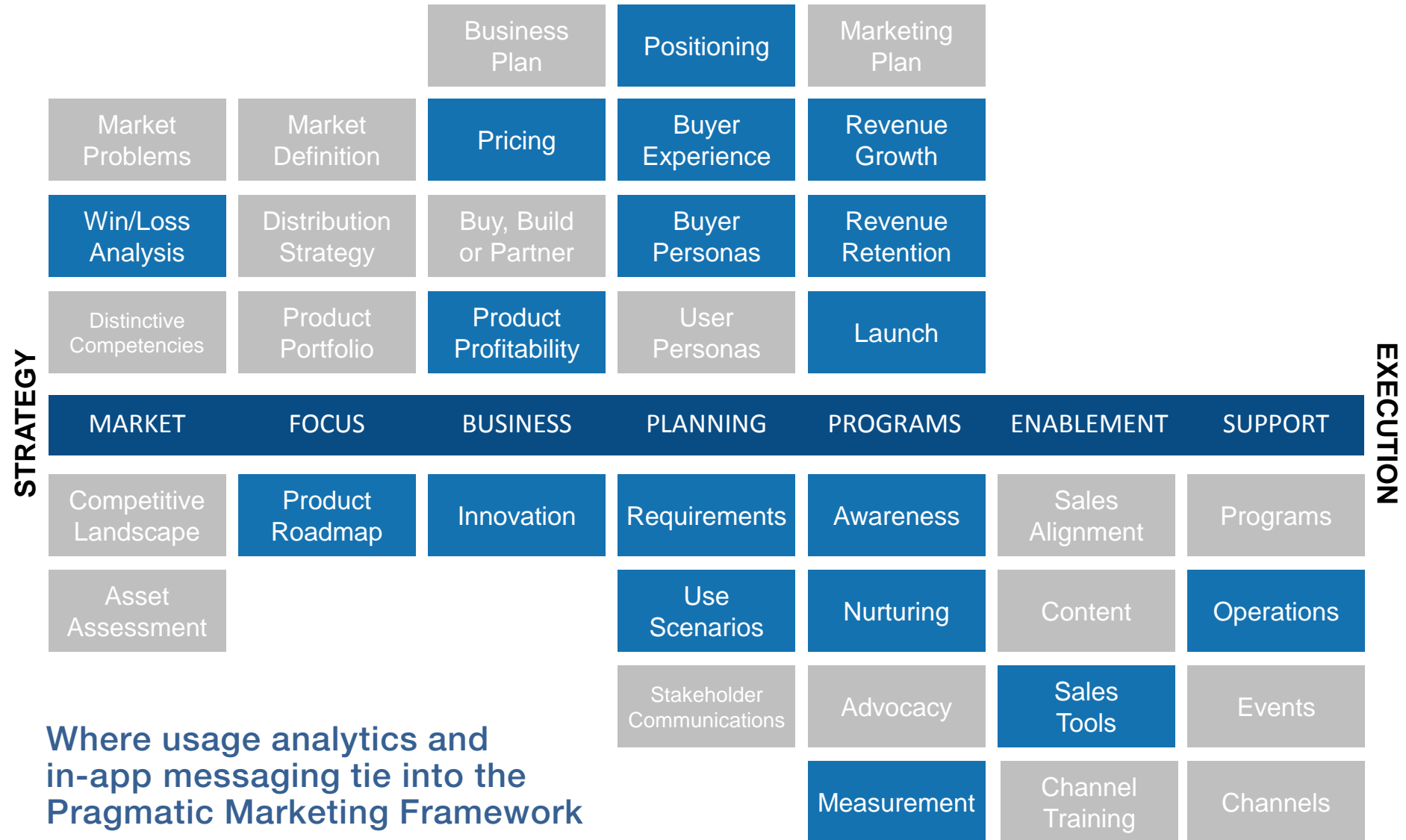


Data-Driven In-App Messages

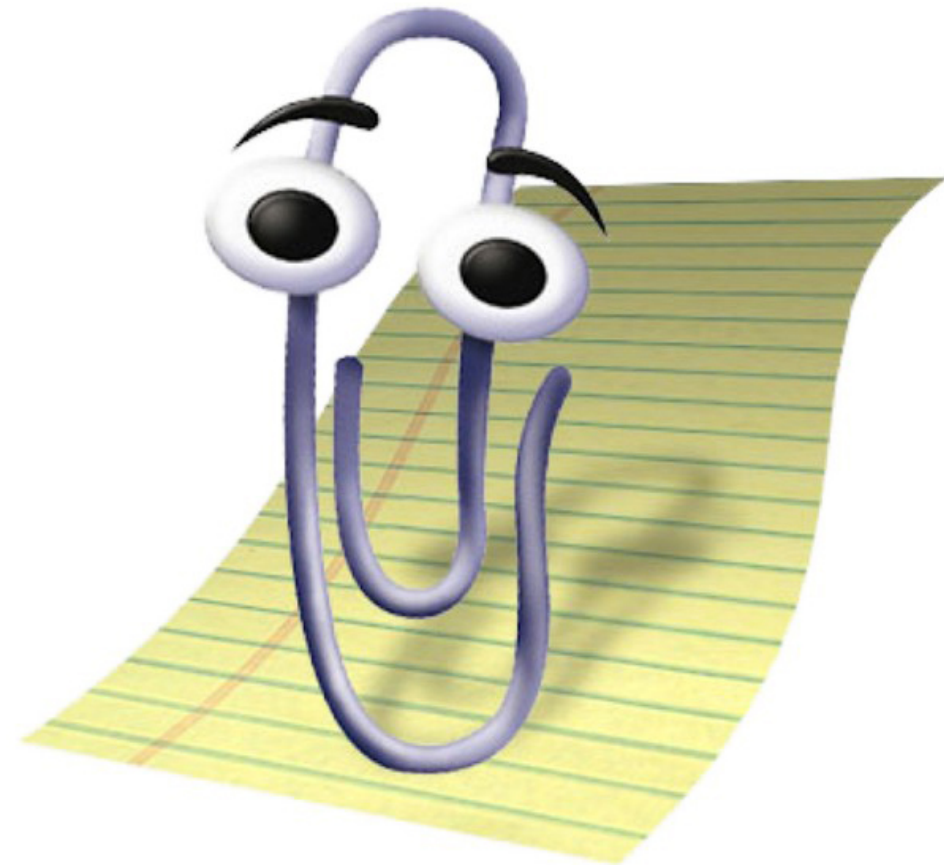
- Usage analytics helps
 - Monitor the state of your application
 - Build persona/machine profile
 - Track actions and behavior
 - Identify trends and predictions
- In-app messaging criteria based on usage intelligence
- Perfect timing and contextually relevant
- Create messages that resonate



Pragmatic Marketing Framework View



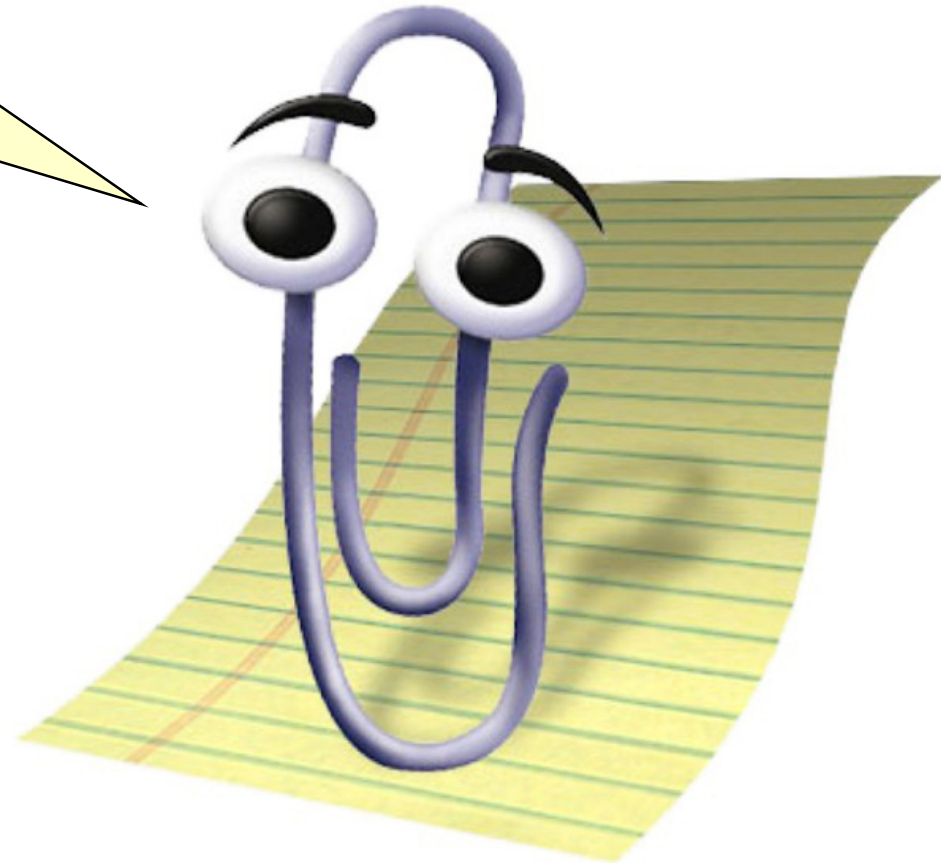
Where usage analytics and in-app messaging tie into the Pragmatic Marketing Framework



It looks like you're hosting a webinar.

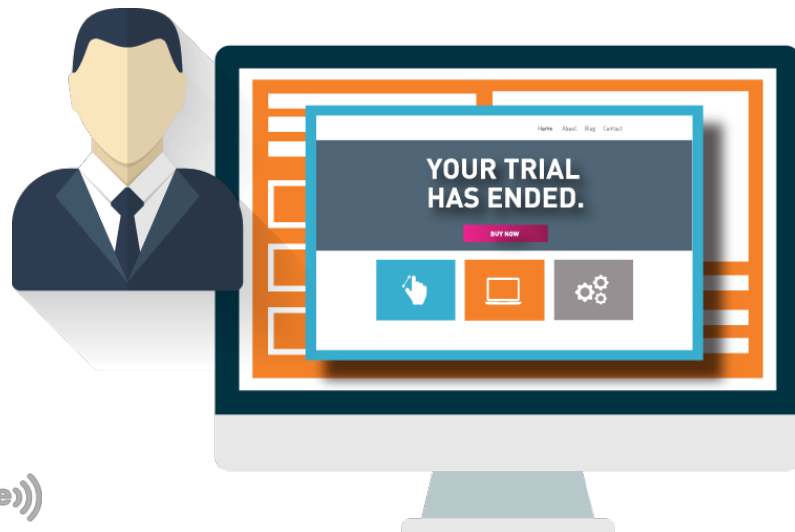
I have a question!

- When should I pop up and interrupt a user?



Types of Messages

- Aggressive pop-up window
- Discreet system tray/balloon notification
- Notification icon in the menu
- Passive news area embedded in your application UI



Use Cases

Providing Guidance During Evaluation



Providing Guidance During Evaluation

 Google Analytics
+
Software Usage Analytics

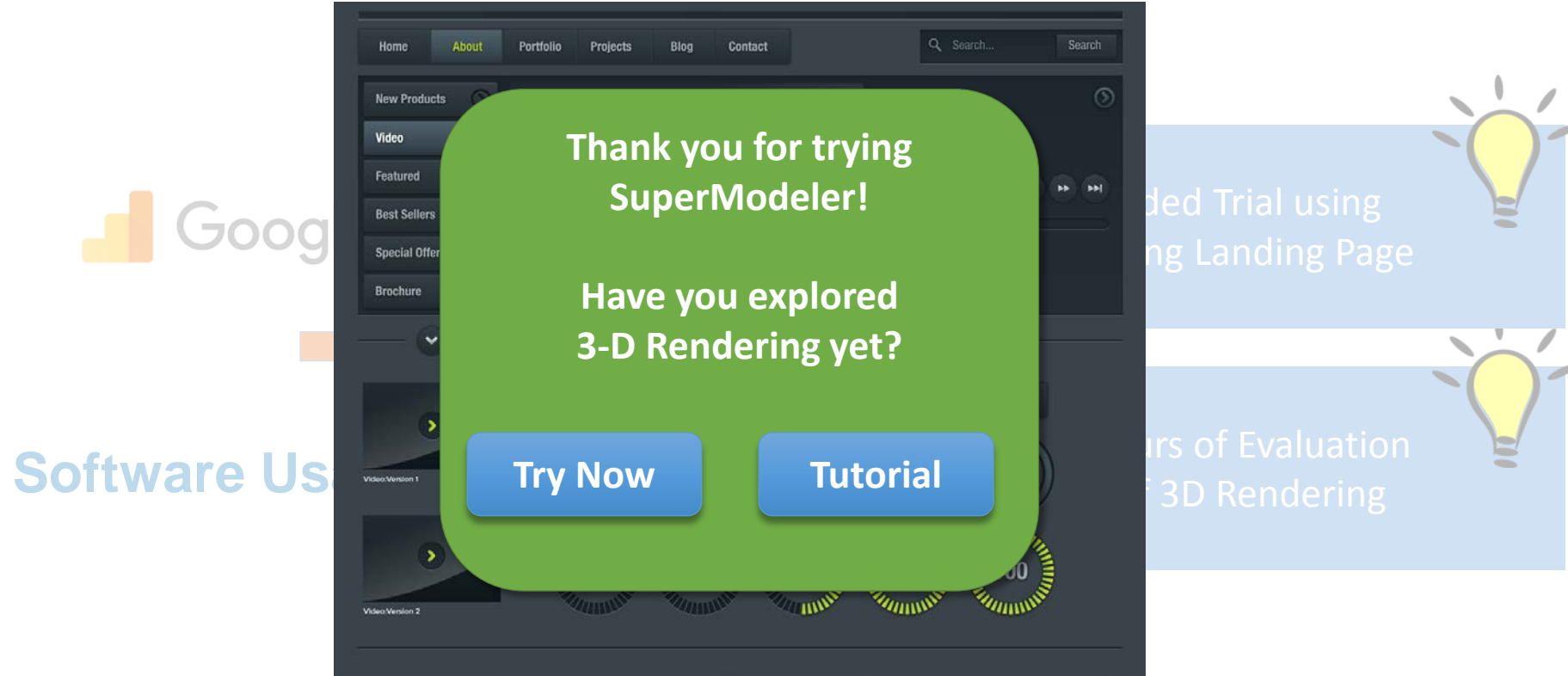
Downloaded trial using
3-D rendering landing page



After 3 hours of evaluation
no use of 3-D rendering



Providing Guidance During Evaluation



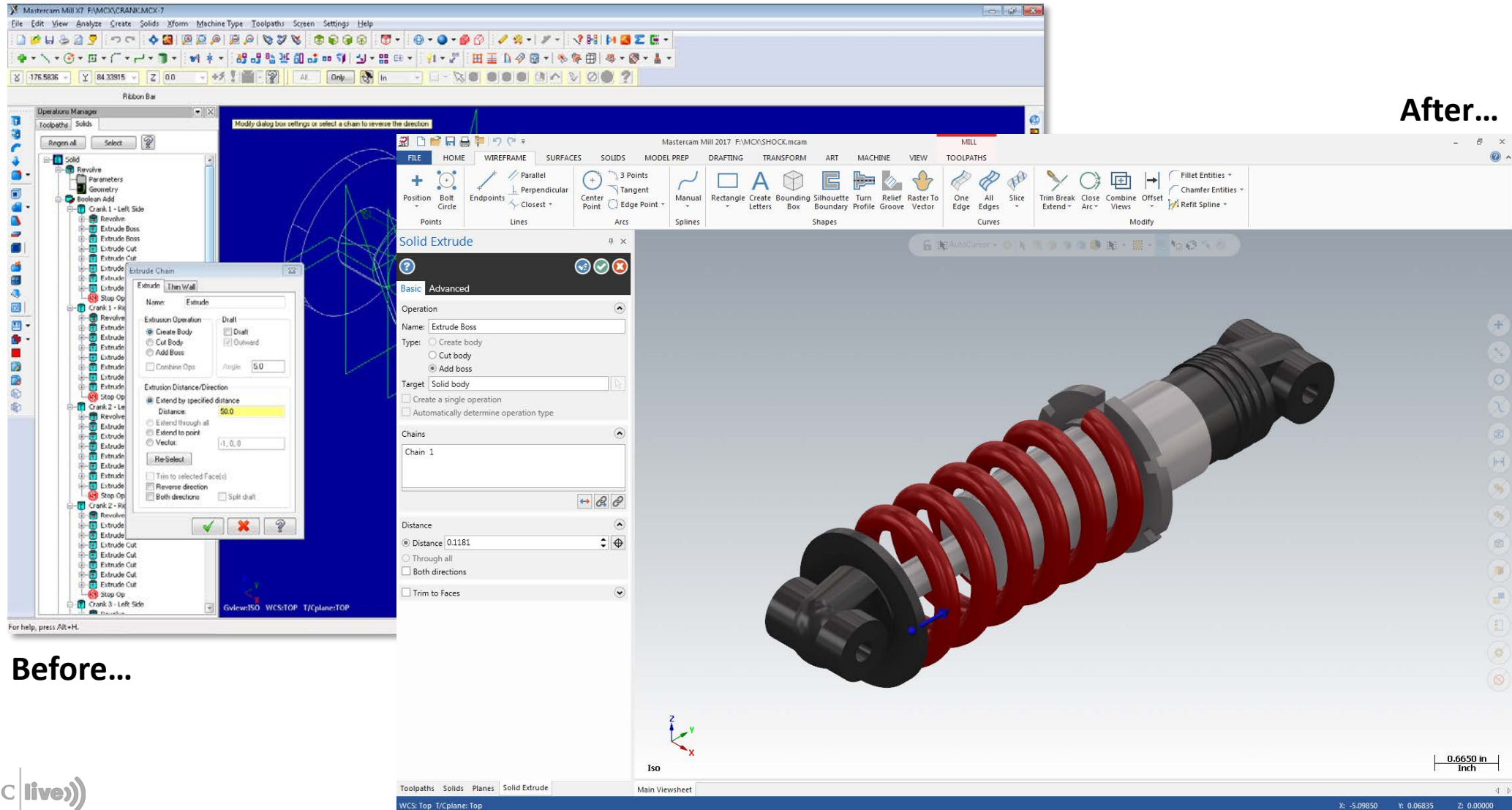
The image shows a screenshot of a website interface. A large green rounded rectangle is overlaid on the center, containing the text: "Thank you for trying SuperModeler!" and "Have you explored 3-D Rendering yet?". Below this text are two blue buttons: "Try Now" and "Tutorial". To the left of the green box, there is a faint Google logo and the text "Software Us". To the right of the green box, there are two light blue callout boxes, each containing a lightbulb icon and text. The top callout box says "ded Trial using ng Landing Page". The bottom callout box says "rs of Evaluation 3D Rendering". The background website interface includes a navigation bar with links: Home, About, Portfolio, Projects, Blog, Contact. There is also a search bar with the text "Search...". Below the navigation bar, there are sections for "New Products", "Video", "Featured", "Best Sellers", "Special Offer", and "Brochure". At the bottom, there are two video thumbnails labeled "Video/Version 1" and "Video/Version 2".

Prompting Product and Feature Adoption



Collecting Usage-Based Feedback

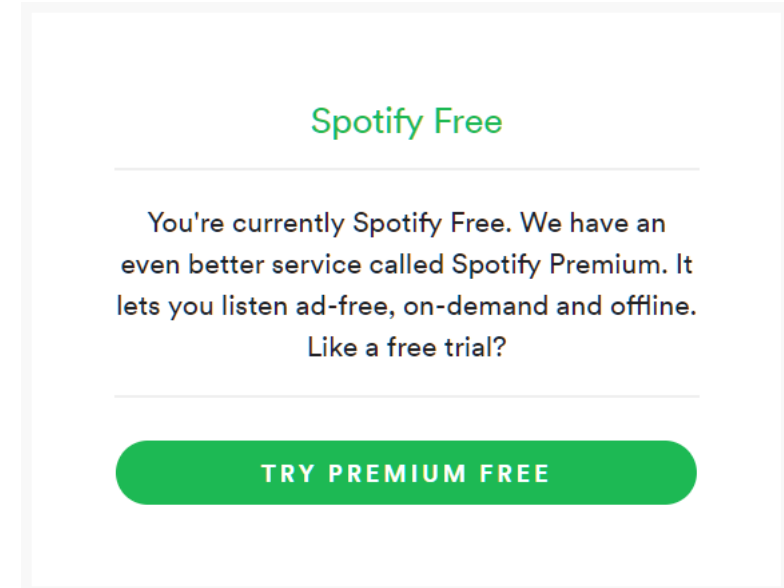
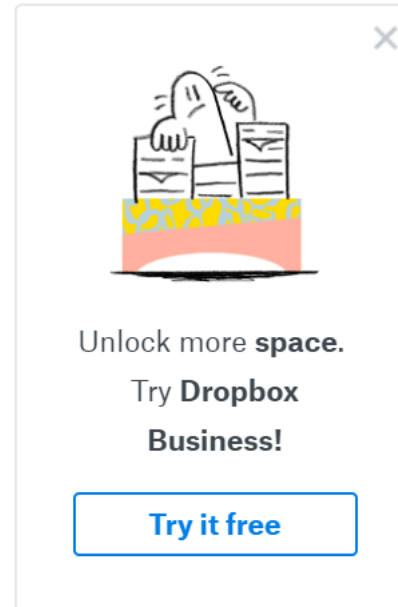
After...



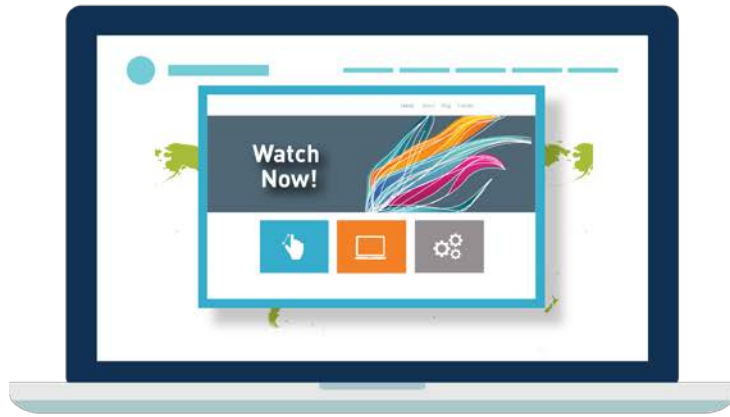
Before...

Timing Upgrade And Cross-Sell Offers

- Timed based on
 - Product status
 - License status
 - User experience
- Usage based timing
 - Number of hours engaged
 - Feature usage frequency



Comparison to Email



9.7x

Increase in
click rate



1.5x

Increase in
product upgrades

4.5x

Increase in webinar
attendance

Data-driven in-app messaging offers:

- 100% visibility
- Perfect timing
- User's attention
- No spam or lost messages
- Contextual relevance
- Behavior-based campaign

Note: Email and in-app messages can be complementary solutions, not mutually exclusive

Summary

- Reasons and stages for engaging with users
- Benefits of engaging through in-app messaging
- Data-driven in-app messages
 - Contextually relevant
 - Personalized
 - Perfect timing and 100% visibility
- Use cases



contact



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Download Case Studies:

www.revulytics.com/pragmaticwebinar



Thank You for attending!

Join us for our next webinar:

Customer Validation for Product Managers

Wednesday, October 24

