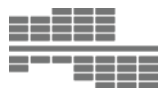


# Understanding Product Engagement to Drive Revenue

Analyzing software usage to make data-driven decisions that improve your bottom line



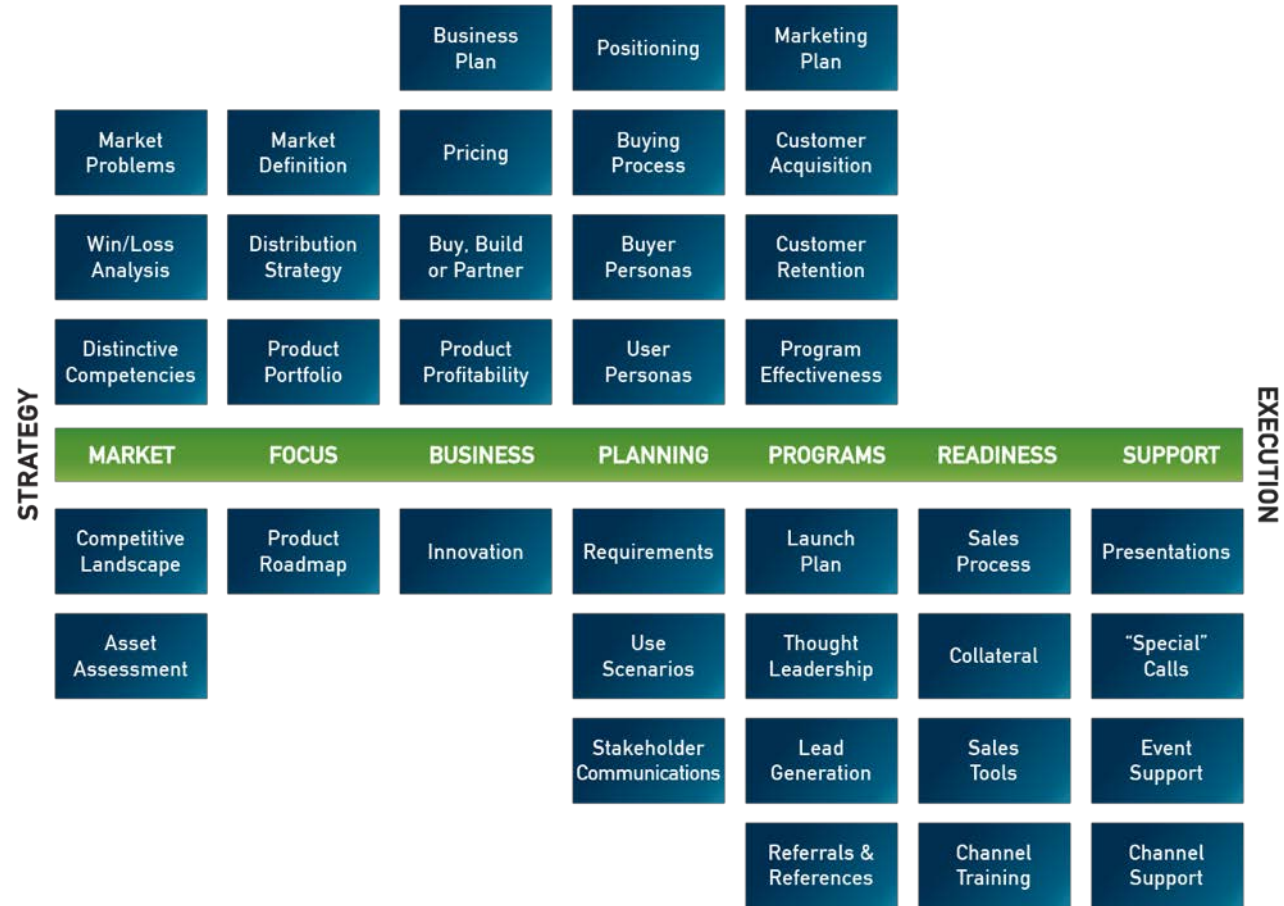
Pragmatic Marketing



Keith Fenech  
VP, Software Analytics  
Revulytics



# 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 Fenech

Keith is Revulytics' vice president, 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 degree in computer science from the University of Malta, specializing in high performance computing.



# Agenda

- Do you really know how users engage with your product?
- Get insight with software usage analytics
- Driving revenue and profitability
  - Converting trial users
  - Accelerating product/feature adoption
  - Build a focused product roadmap
  - Increasing retention rates/customer satisfaction
- The power of context-based in-app messaging



# Do You Know How Your Product Is Being Used?



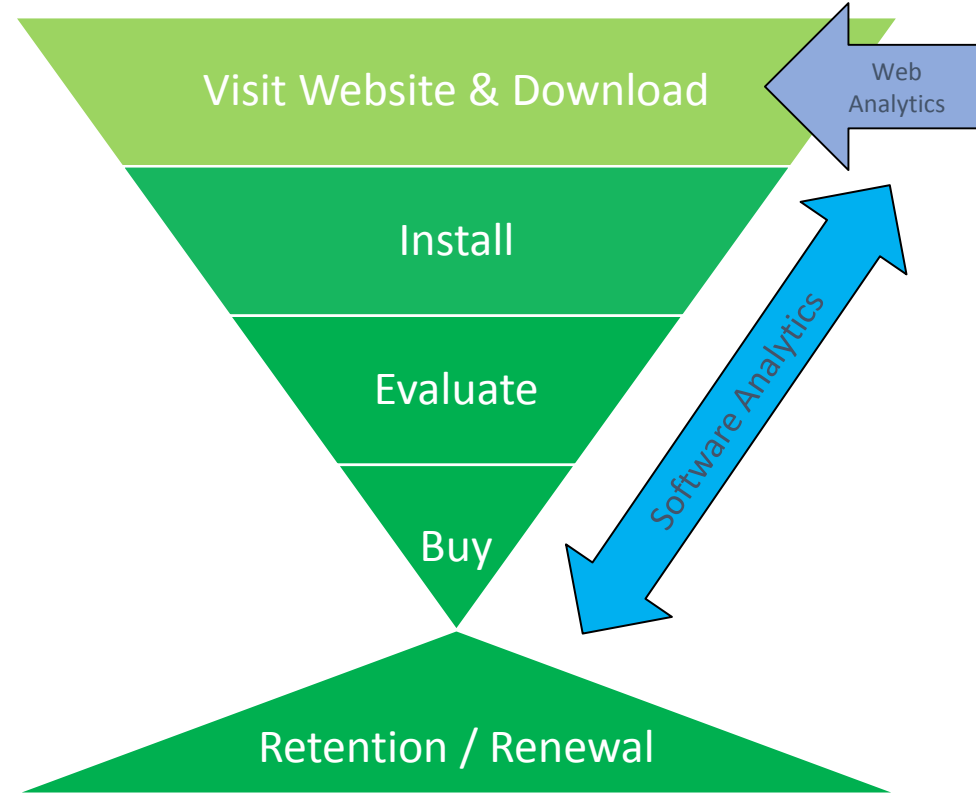


# Does It Align With Your Business Plan?



# Where Does Software Usage Analytics Fit In?

- Web analytics provides insight on what causes who to download your software
- Software usage analytics helps identify what happens **after** download



# Get Insight With Software Usage Analytics



**Track**



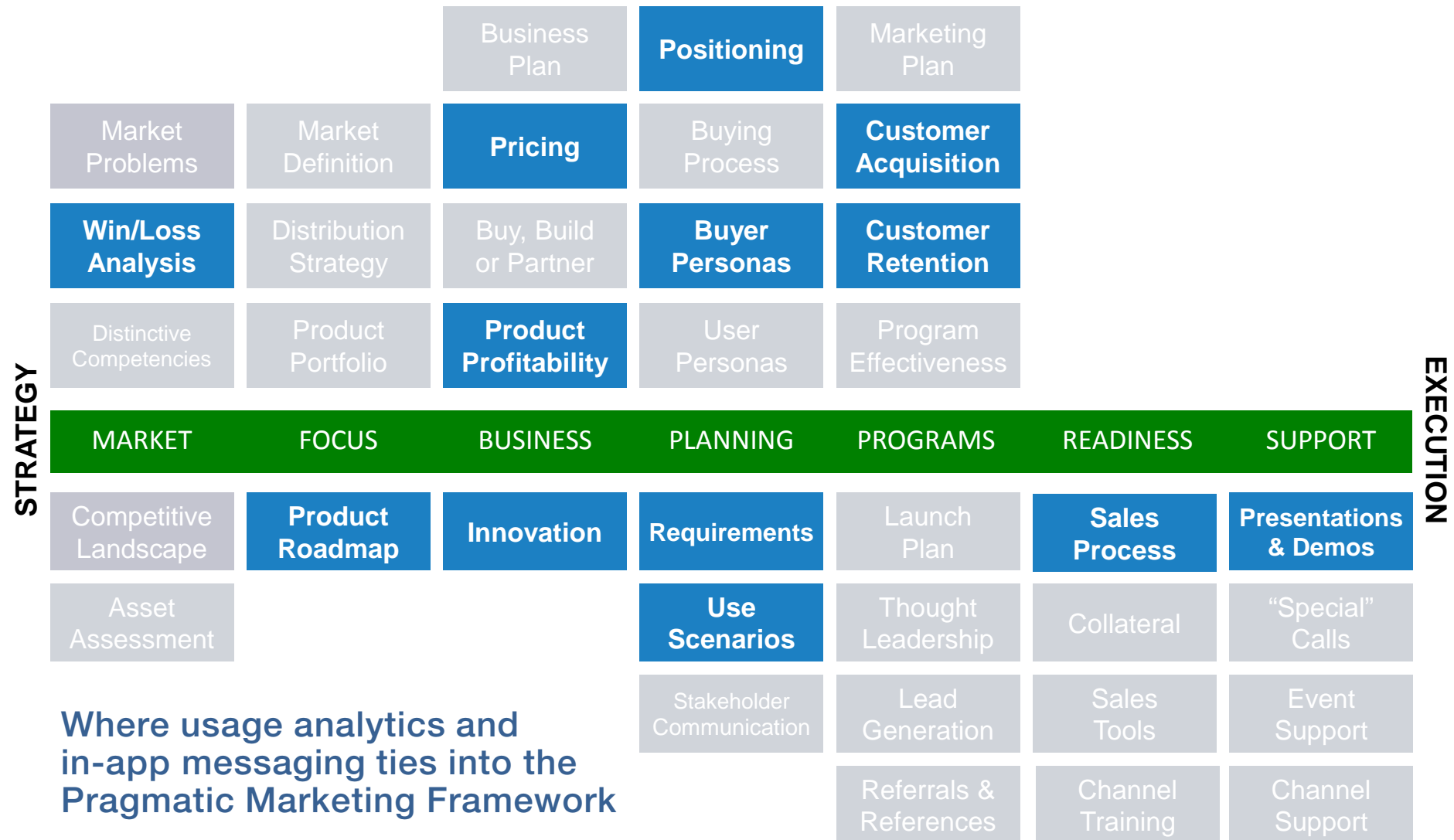
**Analyze**



**Target**



# Pragmatic Marketing Framework View



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

A background image of a modern office. A man in a light blue shirt and glasses is leaning over a desk, pointing at a computer monitor. A woman with her hair in a bun is sitting at the desk, looking at the monitor. The monitor displays a bar chart. In the background, another person is working at a desk under a lamp. The overall scene is bright and professional.

# Using Software Usage Analytics to Drive Revenue

# Converting Trial Users

## ■ Questions

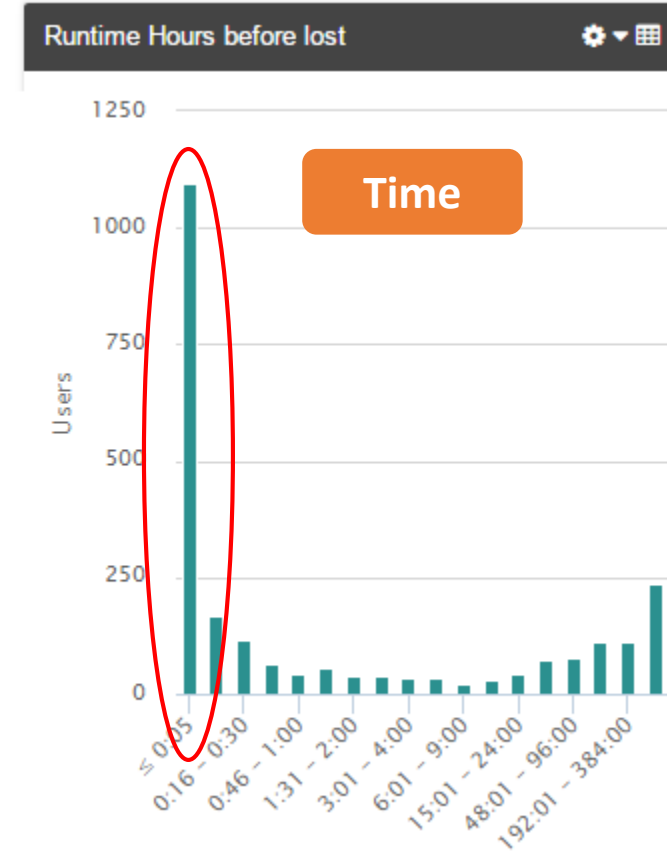
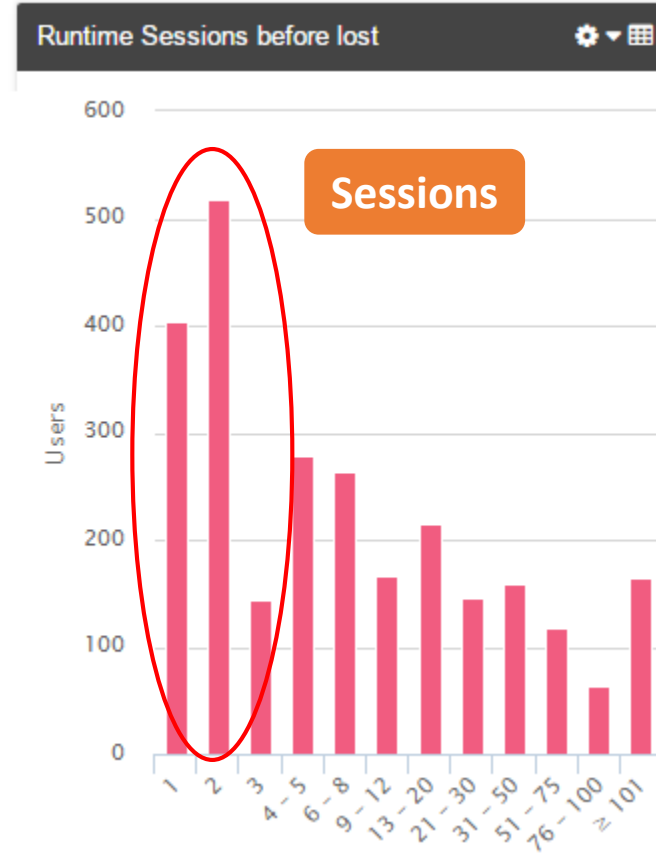
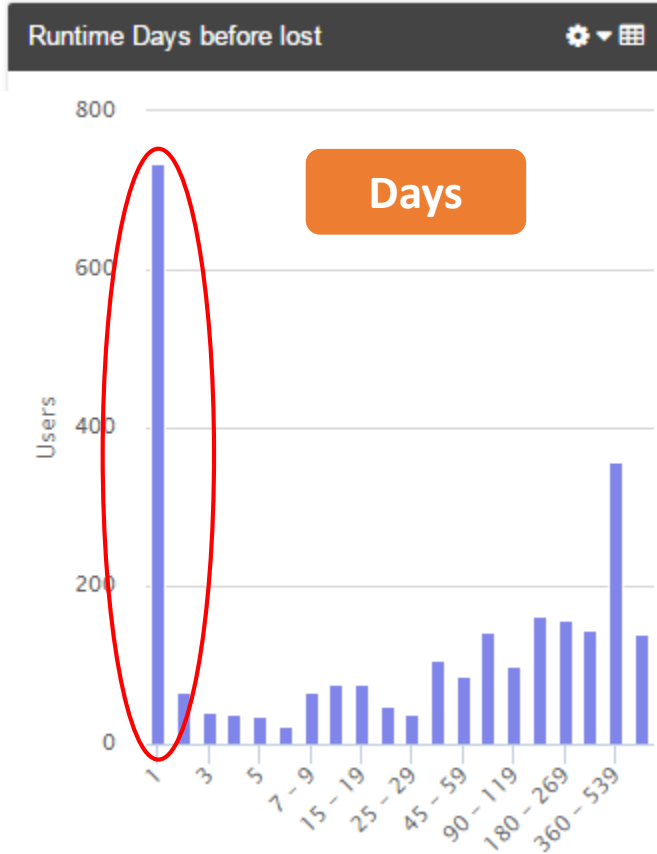
- How many times have they used the trial?
- Are they using our “killer” features?
- What features remain undiscovered during evaluation?

## ■ Goals

- Increase conversion from trial to paying customers
- Identify potential drop-off points
- Accelerate conversion by identifying and engaging with active trial users
- Present in-app offers based on users’ product activity



# Insight into Trial Usage and Evaluations



# Build a Focused Product Roadmap

## ■ Questions

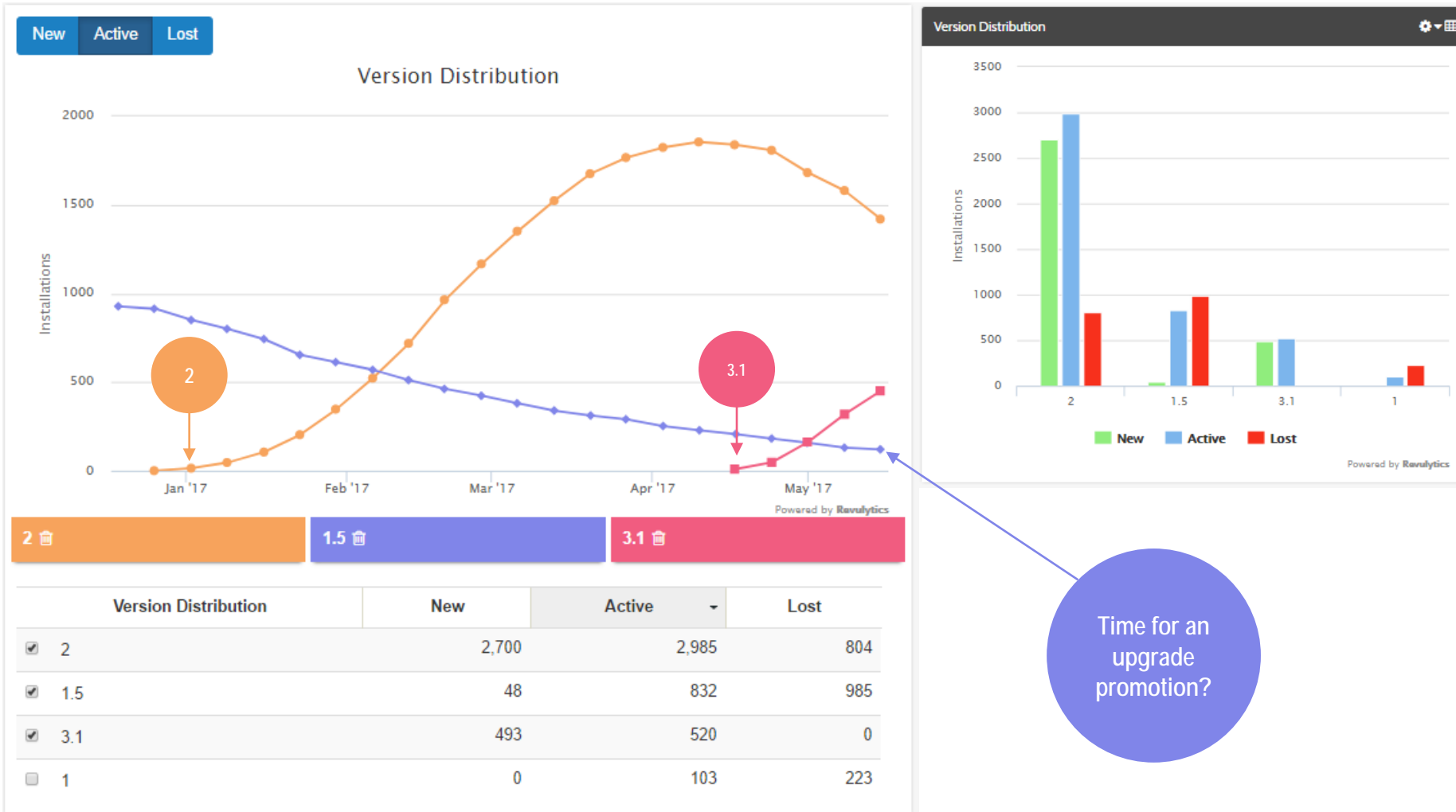
- What features should we focus on next?
- How can we accelerate adoption of a new release/feature?
- When is it safe to stop supporting an old build?
- Can we deprecate a legacy feature?

## ■ Goals

- Monitor adoption post release
- Monitor usage pattern changes for new/improved functionality
- Discover underutilized functionality
- Efficient use of engineering, QA and support

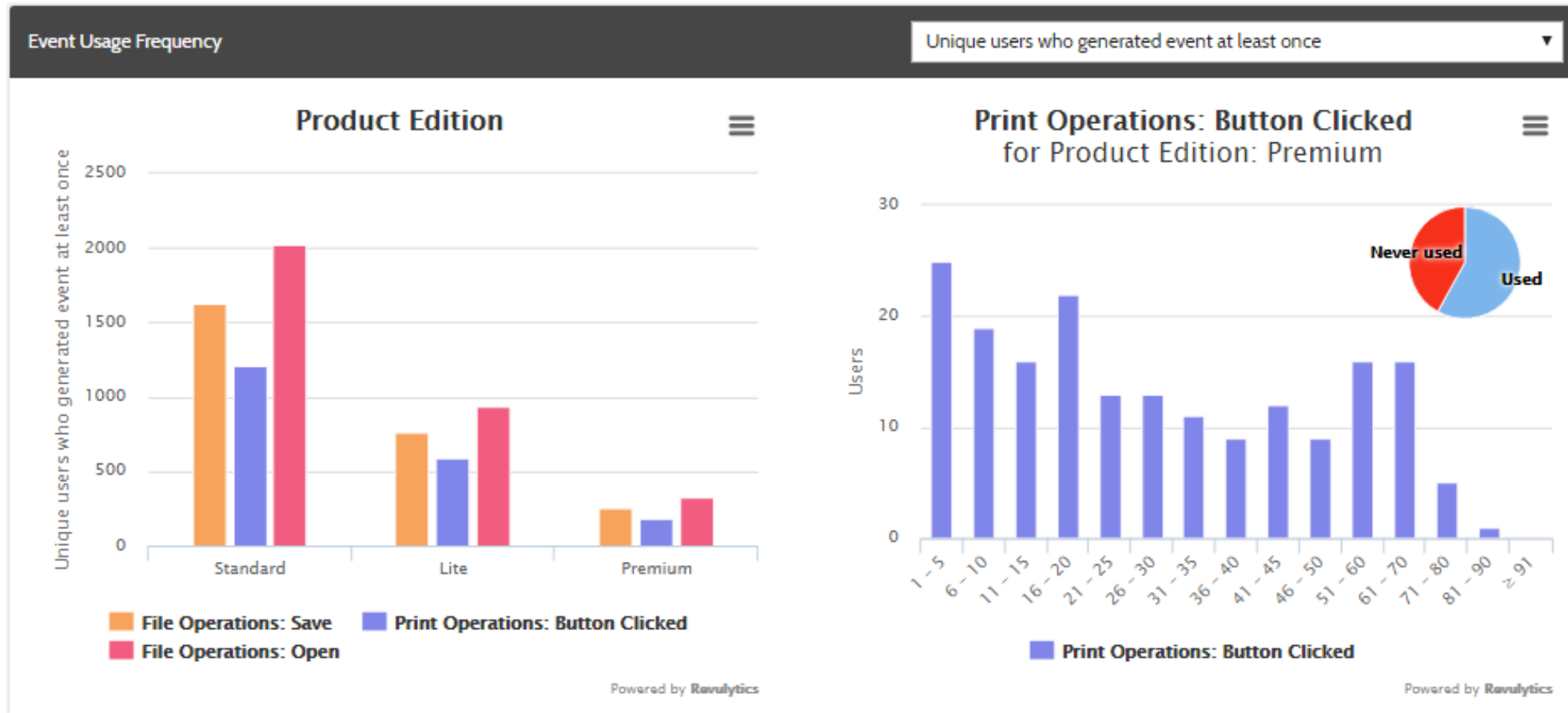


# Tracking/Accelerating Version Adoption Post-Release





# Are Users Taking Full Advantage of Your Product?



# Increasing Retention Rates/Customer Satisfaction



## ■ Questions

- How satisfied are users with the product?
- What new features or improved functionality will they benefit from?
- Are there any UX (user experience) issues we need to fix?
- Are there bugs users are not reporting?

## ■ Goals

- Increase upsell/cross-sell opportunities
- Predict which customers are in danger of not renewing. Intervene.
- Detect and fix issues before they are reported
- Gather customer feedback for feature improvements



# Track Exceptions and Fix Proactively



**Exception Preview** ✕

**Exception Details**

Timestamp: 2017-05-17 08:11:28  
 Client ID: A01585C98BE57444  
 Exception Class: File  
 Exception Method: copyFile  
 Exception Message: integer division or modulo by ...  
 Exception Stack Trace: [View Stack Trace](#)

**Product Details**

Version: 2  
 Build: 719  
 Edition: Lite  
 Language: Spanish

**Geo Location**

Country: US  
 US State: IL

**Custom Properties**

⚠ No Custom Properties

**OS & Platform**

OS Type: MS Win 7  
 OS Architecture: 64-bit  
 OS Language: English  
 .NET Versions: 2.0;3.5 SP1;3.0 SP2;4.6.2;4.6.2..

**Hardware Architecture**

Computer Type: Desktop  
 RAM: 4096  
 CPU Type: Intel Core i7  
 CPU Cores: 4  
 GPU: NVIDIA GeForce GTX 970  
 Screen Resolution: 1024x768  
 Number of Monitors: 1

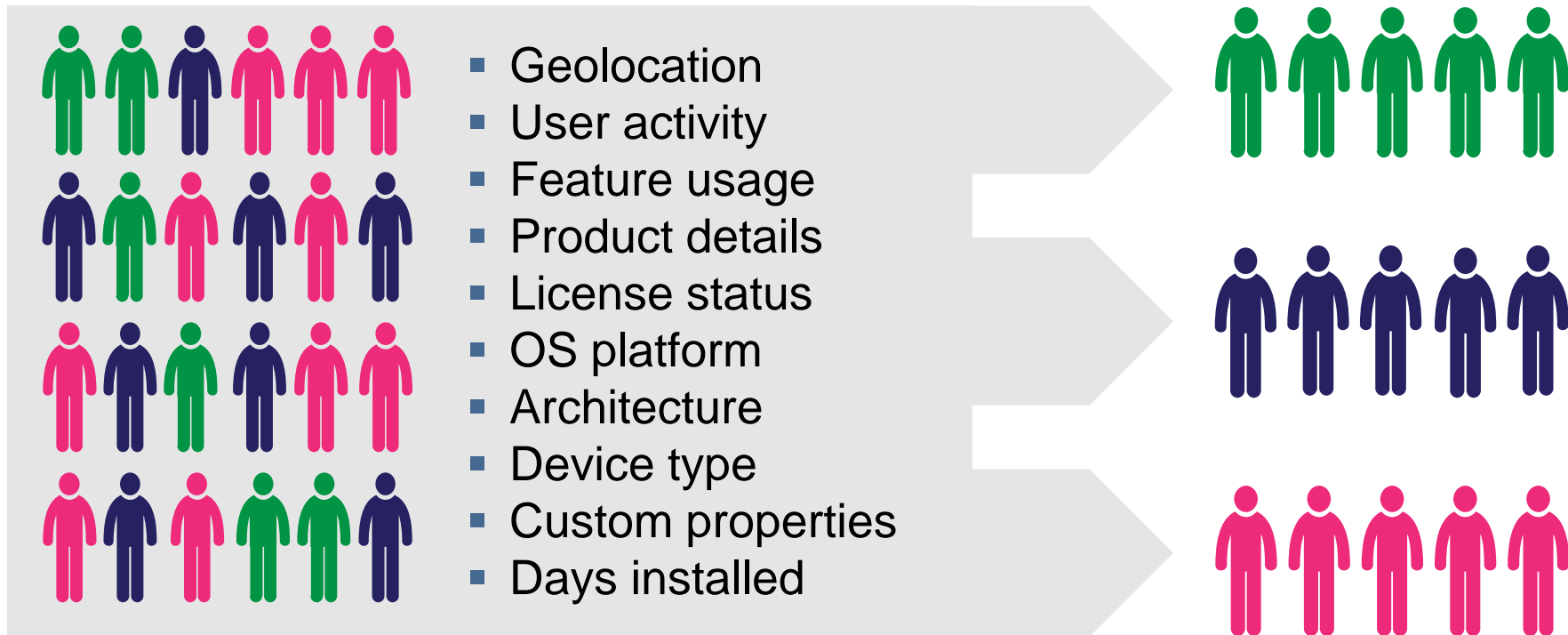
**Licensing Details**

License Type: freeware  
 Key Whitelisted: ✕  
 Key Blacklisted: ✕  
 Key Activated: ✕  
 Key Expired: ✕

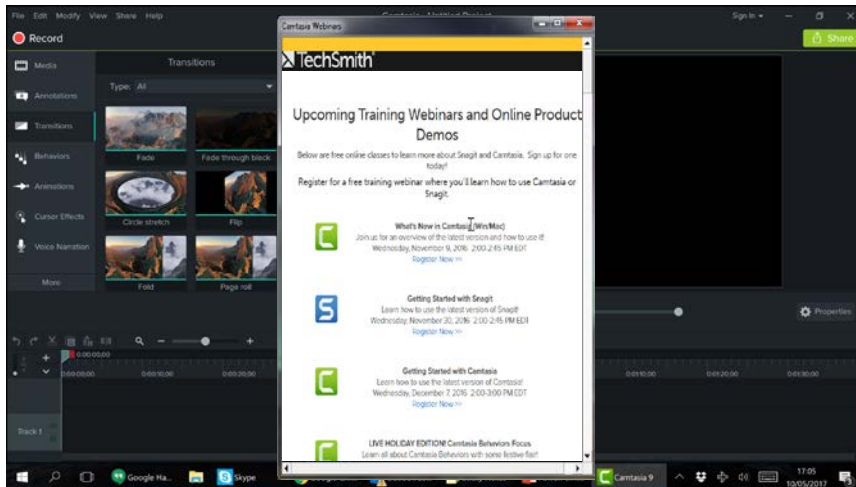
5 of 20 ✕ Close

Timestamp	Client ID	Edition	Version	Build	Language	License Type	OS Type	W/en	OS Language	CPU Type	Cores	RAM	Monit	Screen Resolution	.NET Versions	GPU	Computer Type	Country	US State	Event	Name	Event Data
2017-05-16T01:15:31	3D4554486	Standard	3.1	951	English	freeware	MS Win 7	64-bit	English	Intel Core i7	4	4096	1	1024x768	2.0;3.5 SP1;4.6.1;4.6.2..	NVIDIA GeForce GTX 660	Desktop	US	FL	File Operations	Open	startfile.doc   20MB   Disk
2017-05-16T01:29:04	AC18F3B6F	Standard	2	719	English	purchased	MS Win XP	64-bit	English	Intel Core i7	4	2048	1	1280x1024	2.0;3.5 SP1;3.0 SP2;4	AMD Radeon R7 200	Desktop	FR		File Operations	Open	full-template.doc   2MB   DVD
2017-05-16T02:12:53	20ABS4566	Lite	2	719	English	purchased	MS Win XP	64-bit	English	Intel Core i3	4	2048	2	1680x1050	2.0;3.5 SP1;4.6.1;4.6.2..	Intel HD Graphics 4000	Desktop	GB		File Operations	Clone	basic-template.doc   4MB   Net
2017-05-16T02:41:47	6DA2E7848	Lite	3.1	951	English	freeware	MS Win Vista	64-bit	German	Intel Core i7	4	8192	3	1920x1080	2.0;3.5 SP1;3.0 SP2;4	Intel HD Graphics 4600	Desktop	DE		File Operations	Save	final21.doc

# User Segmentation for Targeted Messaging



# Supercharge Engagement with In-App Messaging



# Benefits Throughout Your Organization



- **Management**
  - Resource optimization
  - Customer-focused organization
  - Revenue generation
- **Product Management**
  - Data-driven decisions
  - Better roadmap development
  - Faster time to market
- **Development**
  - Easy integration
  - No custom coding
  - Out-of-the box reporting
  - Insight into user requirements
- **Marketing**
  - Highly targeted, contextually relevant campaigns
  - Improved customer engagement



# About Revulytics

## Compliance Analytics

- Identify and quantify software use and misuse
- Create actionable intelligence
- Turn intelligence into direct revenue



## Usage Analytics

- Track and analyze product usage
- Increase customer acquisition and retention
- Generate revenue with better products

- Recognized as 2017 Gartner Cool Vendor
  - More than 100 customers, including Fortune 500 companies
  - Technology deployed to over 50M machines in more than 200 countries
- Our data has supported more than \$1.8 billion in new license revenue since 2010

# Questions

- Thank you for joining us
- For more information, download our eBook *Take the Guesswork out of Product Management*  
<https://www.revulytics.com/pragmatic>





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# contact

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## **Keith Fenech**

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@revulytics

# Thank You for attending!

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Join us for next month's webinar:

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## Peer-to-Peer Sales, the Next Frontier?

# B M

JAN

**Product  
Portfolio**

FEB

**Win/Loss**

MAR

**Stakeholder  
Communications**

APR

**Requirements**

MAY

**Distinctive  
Competencies**

JUN

**Collateral**

JULY

**Product  
Profitability**

AUG

**Referrals &  
References**

SEP

**Innovation**

OCT

**Customer  
Acquisition**

NOV

**Customer  
Retention**

DEC

**Market  
Problems**