

In Trial – Offer Additional Support



When a prospect decides to try your web application, your number one priority is to ensure he or she has a positive experience. This includes making sure the prospect understands what they need to do to get the most out of your solution. In addition to educating prospects, it's important to provide support in order to address user questions if/when they arise.

Category	Customer Success	Vertical	Technology, SaaS
Topic	Provide tips and support to help trial users get the most out of your application	ID #	223

Sections in this Article

- [Example](#)
- [Segment](#)
- [Measure](#)
- [Setup](#)

Example

A visitor is in a free trial period and has been engaging with the application. He noticed you offer “widgets”, but he is uncertain on how to use them. He clicks the “Support” tab and then the “What are Solida widgets?” section. Upon doing so, an infobar message appears inviting the trial user to a webinar entitled “Get the most out of your Solida account.” Provided the user wants to maximize his trial, he signs up for the webinar.

Who should use Solida?

Solida is for all HTML developers. Solida can be used with or without any server side technology, making it the perfect front-end for every modern, browser-based HTML app. Solida only requires jQuery. After that, everything that's needed is included.

What are Solida widgets?

Solida widgets are part of the Solida Framework. Solida widgets are grouped into three collections:

- Solida Web for touch enabled desktop development
- Solida DataViz for desktop and mobile data visualizations
- Solida Mobile for mobile app development, including PhoneGap deployment

All widgets complement the booking you need to modern HTML5 and JavaScript development.

The Solida Framework provides more than UI, and in the future Solida will offer additional tools to modern HTML developers.

How do you use Solida?

Sign up for our webinar: [Get the Most Out of Your Solida Account!](#)

[Register Now](#)

Segment

There are no segments used in this message.

Measure

The goal of this message is to convert trial users into paying customers. You could set that as your primary goal as well as include a global goal like: “Registered for Webinar.” Also, it's always a good idea to test this campaign against a control to determine how the campaign compares with those who do not see the messages.

Setup

Process

Here is a checklist of what you need to do in Evergage to create this play on your own site:

1. Create a segment that contains people that are in-trial and select specific elements on your support site
2. Create a campaign that displays relevant webinar or training material based on the area they've selected

Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- [Create or Edit a Web Campaign](#)
- [Target Users Based on a Segment](#)
- [Segment Rules](#)
- [Create a Segment](#)

