

# DATA: THE EXPANDING MARKETING FRONTIER

## Episode I

# THE FREE TRIAL BLACK HOLE

Software marketers have a galaxy of powerful tools to reach, educate, and convert free trial users.



But... once a software trial is downloaded the marketer's visibility is eclipsed.

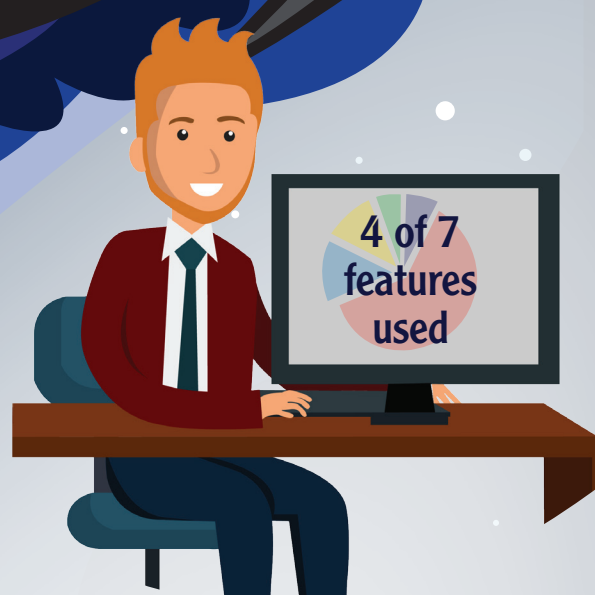
57% of B2B

Organizations say 'converting qualified leads into paying customers' as a top priority.

[Source: MarketingSherpa]



Software usage analytics sheds light on how trial users engage with the application.



With this powerful insight and in-application messaging, marketers can target and influence more trial users to launch into paying customers.

Revulytics customers have seen a **150%** increase in conversion from trial to paid.



Start knowing with data.  
Get your free trial at  
[www.revulytics.com](http://www.revulytics.com)

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