

Turning Free Users Into Paying Customers

Lavasoft launched the first commercially available anti-spyware product in 1999, establishing what is now a multi-billion dollar industry. Ad-Aware is an instantly recognizable anti-spyware title that has been downloaded more than 300 million times.

Regardless of the software's immense popularity, there will always be loyal users who opt for the free version over purchasing Ad-Aware Plus for \$26.95; it's simply the nature of the software business. Most software publishers are lucky if they get 1-3% conversion on trial upgrades.

With over a million new installations of Ad-Aware per week and more than 10 million monthly visitors to lavasoft.com, an incremental increase in trial conversions would result in a significant boost in revenue. In late 2007, Lavasoft partnered with TrialPay to convert more customers.

The Partnership

Using TrialPay's alternative payment service, Lavasoft generates incremental revenue from existing freeware customers. Given its large, loyal base of longtime users, Lavasoft deployed TrialPay in a phased approach and instantly realized the revenue lift.

"We've seen such incredible results with TrialPay that we still have a hard time believing it." **Michael Helander** - VP of Marketing

Results were so favorable that Lavasoft immediately began brainstorming more ways to incorporate the TrialPay payment option. In early 2008, they launched a new in-product messaging feature from within the free version of Ad-Aware.

"The TrialPay results were so extraordinary that the first thing we decided to do with our new in-product messaging feature was to highlight the TrialPay offer—not promote another Lavasoft product or a 3rd party product, but encourage customers to upgrade for free through TrialPay," said Tobias Skog, who manages the TrialPay partnership for Lavasoft.

Skog noted that TrialPay turns free downloaders into paying customers by ensuring that every customer can find an offer that compels him to complete a transaction. For example, by sending flowers from FTD.com, signing up for Blockbuster Total Access or buying clothes from Gap, customers get a free license to Ad-Aware Plus—and Lavasoft gets paid by the advertiser for the customer referral.

With TrialPay everyone wins: shoppers get free or discounted products and services, advertisers acquire new customers on a pay-for-performance (CPA) basis and merchants earn significant new revenue from current marketing initiatives.

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Tobias Skog - Lavasoft Account Manager

Profile

In 1999, Lavasoft launched the company's flagship anti-spyware product, Ad-Aware. In less than a decade Ad-Aware has been downloaded more than a quarter of a billion times worldwide!

Situation

With over a million downloads per week and more than 10 million monthly visitors to lavasoft.com, Lavasoft was looking for a new way to convert more customers and boost revenues.

Results

- More than **5,000 additional units** sold through TrialPay **each month**
- **Hundreds of thousands of dollars** in incremental revenue

Benefits

- Earn new revenue from current customers
- Partner with over 2,000 premier advertisers
- Optimization strategies and custom-designed marketing collateral provided free of charge
- Access to best practices learned from industry-leading merchants



The Results

In the first four months of this partnership, Lavasoft has made well over 5,000 sales per month, resulting in hundreds of thousands of dollars in incremental revenue.

“A certain percentage of freeware users will never buy Ad-Aware outright. Then something like TrialPay comes along to monetize free users without cannibalizing standard sales. Customers still feel they get something for free, and Lavasoft gets a new revenue stream. We’ve seen such incredible results with TrialPay that we still have a hard time believing it,” said Helander.

After these initial successes, Lavasoft and TrialPay teamed up to optimize performance using best practices and creative resources provided by TrialPay’s marketing services group—free of charge. By implementing a simple Web page redesign in March 2008, Lavasoft more than doubled its daily TrialPay sales.

“If we were really pleased with the TrialPay campaign before, we are shaking our heads in disbelief now,” said Skog.

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