

# 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. Lavasoft's Ad-Aware is an instantly recognizable anti-spyware title that has been downloaded more than 400 million times worldwide.

Regardless of the software's immense popularity, there will always be loyal users who opt for the free version over purchasing Ad-Aware Pro for \$29.95; it's simply the nature of the software business, where 1-3% conversion rates on trial upgrades are the norm. So Lavasoft opted for a creative way to convert more free users into paying customers by partnering with TrialPay in late 2007.

## The Partnership

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

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. 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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Lina Nielsen – International Marketing Manager

## Profile

In 1999, Lavasoft launched the company's flagship anti-spyware product, Ad-Aware. In just over a decade Ad-Aware has been downloaded more than 400 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
- Millions of dollars in incremental revenue earned to date

## 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

To date, Lavasoft has earned millions of dollars in incremental revenue through TrialPay's e-commerce platform.

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After the 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, Lavasoft more than doubled its daily TrialPay sales.

"TrialPay has been fantastic in helping us optimize this program and coming up with new ways to use the offers and their e-commerce platform. It is now one of our most valued partnerships, so we would recommend TrialPay to anyone looking for innovative and creative solutions," said Nielsen.

Lavasoft now uses various TrialPay touchpoints, including in-product updates, "during download" placements through Download.com, regular e-mail campaigns and more. Lavasoft also helped originate one of the most effective TrialPay touchpoints—the download interstitial—which was integral in helping Lavasoft generate millions of dollars in TrialPay sales, and is now utilized by all of TrialPay's software merchants.

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

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**Tobias Skog** – Lavasoft Account Manager

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