userlane

FOLEON
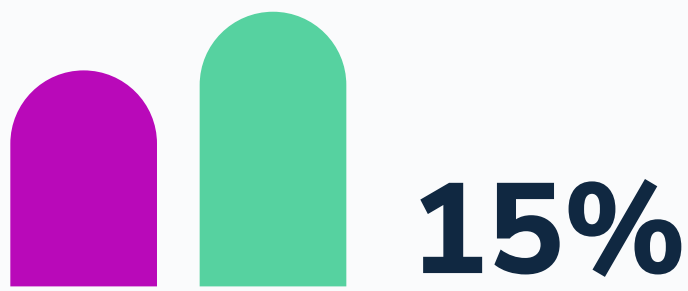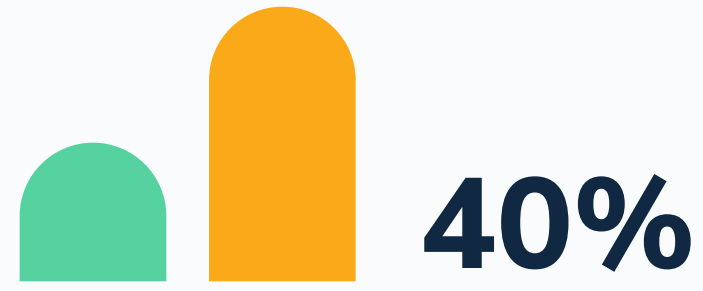
Providing valuable assistance to users to drive trial-to-paid conversion rate

15%

Increase in trial-to-paid conversion rate

40%

Decrease in time-to-value

Foleon successfully created a sophisticated and easy to follow user experience for their customers, increasing their trial-to-paid conversion rate significantly.

> *Our main focus was clear; provide valuable assistance to users that are new to our platform. The metrics clearly show we succeeded in providing this service.*
>
> **FOLEON, PRODUCT MARKETER**

The customer challenge

Foleon, formerly known as Instant Magazine, is a next-generation platform for deploying smart sales and marketing material. It's designed to help businesses create high-quality visual content experiences that are tailored to their respective audiences.

As part of their offering, Foleon has a sophisticated drag-and-drop editor that users use to create interactive content. However, Foleon soon realized that for their less tech-savvy users, their editor presented a steep learning curve. They decided to tackle this by redesigning their user interface and by incorporating additional methods (both automated and human) to support their users. The goal was to provide a better user experience while also improving the trial-to-paid conversion rate.

How we helped

Foleon already offered face-to-face training, webinars, support guides, and training videos, and although these options were effective, they proved difficult and expensive to scale. As a result, a cost-effective tool for guiding users interactively and logically through Foleon's platform would be the perfect supplement to existing support options.

Foleon set the following goals with Userlane:

1. Guide trial users step-by-step to increase conversions	As a SaaS company, Foleon offers users a free 7-day trial of their platform. The goal of the trial period is to allow users to explore the possibilities of the platform and nudge them towards purchasing a license. With Userlane, Foleon's trial users are now effortlessly guided through the basics of the application, giving them the important opportunity to explore Foleon's platform without feeling overwhelmed and frustrated.
2. Removing the guesswork (and frustration!) when navigating a new UI	For existing customers, Foleon wanted to help them adapt to the new interface. By implementing Userlane on top of their software, existing customers were presented with a number of interactive guides in the new UI which explained the key features and benefits of the new version of the interface. For these customers, this led to increased feature adoption and engagement with the platform.

The results

When it comes to supporting trial users and new and existing customers, Userlane provides Foleon with a wealth of practical options. Through interactive guidance, users can explore all the functionalities of Foleon, giving them a deeper understanding of the software and its myriad uses.

Furthermore, the ease of implementing Userlane and creating tours allows Foleon to structure user guidance in a way that is personalized, efficient, and effective.

This helped drive the following results:

1   **15% increase in trial-to-paid conversion rate**

2   **40% decrease in customer time-value**

> *We needed a way to properly guide new users at scale, automatically. We needed a virtual assistant, if you will. Userlane was the solution for us. It allows us to guide new users throughout our editor.*

FOLEON, PRODUCT MARKETER