

Competitive/Comparative Research

In-Product Marketing Examples

Evernote

Evernote

Admin User -- Initial Login Page

Call-out 'Evernote Premium' as current account tier

Nav-Options:

- Settings (new tab)
- Help & Learning (new tab to support center)
- Rate (full-screen modal)

Hover: "Account" flag
Click: opens in-product menu

The screenshot displays the Evernote Admin User Initial Login Page. The sidebar on the left contains navigation options: Settings, Download Evernote, Help & Learning, Rate Evernote Web, and Log out. The main content area shows a note titled "SSH Scripting on Dev via VPN in Terminal" with a description and a code block. The sidebar also features a profile for Chris Consroe, Evernote Premium (Chartbeat Inc.).

Call-out 'Evernote Premium' as current account tier

Nav-Options:

- Settings (new tab)
- Help & Learning (new tab to support center)
- Rate (full-screen modal)

Hover: "Account" flag
Click: opens in-product menu

Hover: "Admin Console" flag
Click: redirects browser to admin console

Evernote

Non-Admin User -- Initial Login Page

Call-out 'Evernote Premium' as current account tier

Nav-Options:

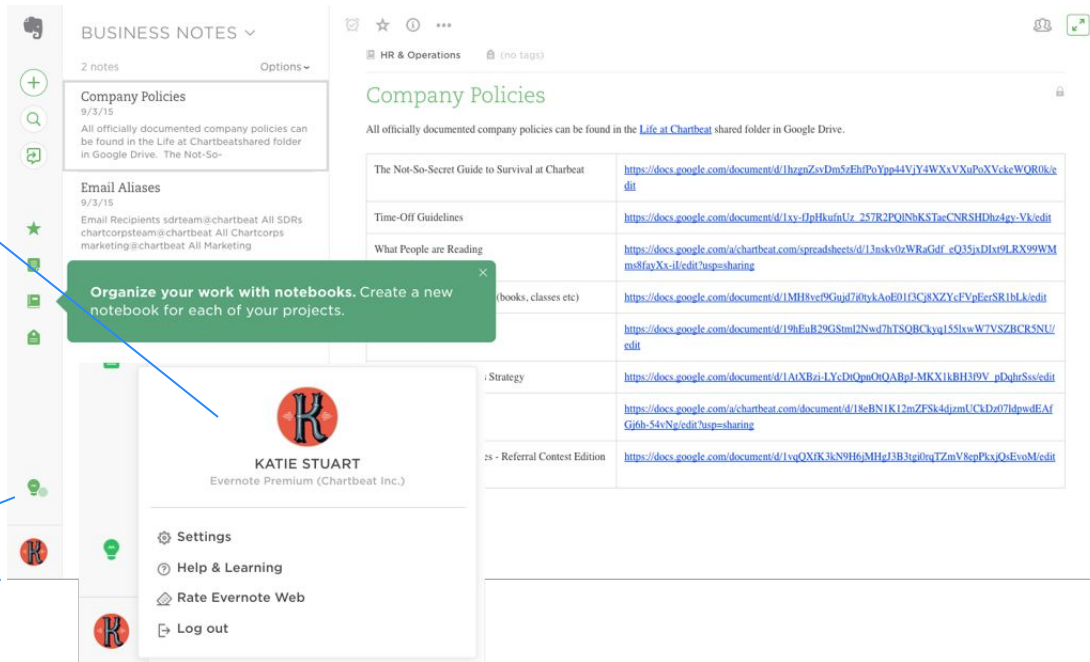
- Settings (new tab)
- Help & Learning (new tab to support center)
- Rate (full-screen modal)

Hover: "Tips" flag

Click: opens in-product menu

Hover: "Account" flag

Click: opens in-product menu



Evernote

Settings/Account Summary

Account Summary shows 'premium tier' as banner image

Underscored by the 'account level' option

Explore all features redirects browser to subscriptions page

NOTE: admins have a "Manage your business in the Admin Console" link

The screenshot displays the Evernote Account Summary page. On the left is a sidebar with navigation options: ACCOUNT (Account Summary, Personal Settings, Devices, Profile, Reminders, Context Sources), GET MORE (Points), SECURITY (Security Summary, Applications, Access History, Connected Services). The main content area is titled 'Account Summary' and features a 'PREMIUM' banner with a green checkmark icon. Below the banner, it lists features: 10 GB of new uploads per month, Present your notes, Scan and digitize business cards, Search inside documents, Annotate attached PDFs, and an 'Explore all features >' link. A table below shows account details: Account Level (Evernote Premium, Member of Chartbeat Inc.'s Evernote Business account, Leave Business), Monthly Usage (10 GB (99%) remaining this month, Your monthly limit resets in 21 days, Monthly uploads: 10 GB, Note size limit: 200 MB), Business Admins (Contact your business admins for help: James Franz (james@chartbeat.com), Chris Consroe (chris@chartbeat.com), Chelsea Regan (chelsea@chartbeat.com), william.purcell (william@chartbeat.com)), Gift to a Friend (Give a friend one year of Evernote Premium), and Evernote Web (You're using the new Evernote Web). To the right, a section titled 'Your Subscription: Evernote Premium' shows a comparison of three tiers: BASIC, PLUS, and PREMIUM. The PREMIUM tier is highlighted with a green checkmark and lists features like 10 GB of new uploads per month, Sync across unlimited devices, Find text in images, PDFs, and Office docs, Enhanced customer support, Scan and digitize business cards, Present notes in one click, Browse the history of your notes, and Discover related content.

Account Level	Evernote Premium
Member of Chartbeat Inc.'s Evernote Business account	Leave Business

Monthly Usage	10 GB (99%) remaining this month
Your monthly limit resets in 21 days	
Monthly uploads: 10 GB	
Note size limit: 200 MB	

Business Admins	Contact your business admins for help:
	<ul style="list-style-type: none">James Franz (james@chartbeat.com)Chris Consroe (chris@chartbeat.com)Chelsea Regan (chelsea@chartbeat.com)william.purcell (william@chartbeat.com)

Gift to a Friend	Give a friend one year of Evernote Premium

Evernote Web	You're using the new Evernote Web

BASIC	PLUS	PREMIUM
Capture everything that matters.	Access Evernote wherever you are.	Take ideas into action with the complete Evernote experience.
Basic features: <ul style="list-style-type: none">60 MB of new uploads per monthSync across up to 2 devicesClip web pages & imagesFind text in imagesShare notes with othersAdd a passcode lock on mobile	Plus adds: <ul style="list-style-type: none">1 GB of new uploads per monthSync across unlimited devicesAccess notebooks offlineForward emails into EvernoteFind text in imagesCustomer support via email	Premium adds: <ul style="list-style-type: none">10 GB of new uploads per monthSync across unlimited devicesFind text in images, PDFs, and Office docsAnnotate PDFsEnhanced customer supportScan and digitize business cardsPresent notes in one clickBrowse the history of your notesDiscover related content

Spotify

Spotify

User -- Free

Multiple calls-to-action to upgrade to premium

The screenshot shows the Spotify website's main landing page. At the top, the Spotify logo is on the left, and navigation links for 'Premium', 'Help', 'Download', 'Upgrade', and a user profile 'chrisconsroe' are on the right. The main content area features the headline 'Music without limits' in large white text. Below it, a sub-headline reads: 'Premium lets you play any song, anytime. You can even listen when you're offline. No restrictions. No ads.' A prominent green button with white text says 'GET FIRST 30 DAYS FREE'. To the right of the text is a smartphone displaying a music player interface. At the bottom left, there's a dark sidebar with a home icon and the text 'Account overview'. The bottom right section has a light gray background with the heading 'Account overview' in green, followed by a 'Profile' link. A white modal box is overlaid on the bottom right, titled 'Spotify Free' in green. It contains the text: 'You're currently Spotify Free. We have an even better service called Spotify Premium. It lets you listen ad-free, on-demand and offline. Like a free trial?'. At the bottom of this modal is a green button with white text that says 'TRY PREMIUM FREE'.

Spotify

Premium Help Download Upgrade chrisconsroe

Music without limits

Premium lets you play any song, anytime. You can even listen when you're offline. No restrictions. No ads.

GET FIRST 30 DAYS FREE

Account overview

Profile

Account overview

Spotify Free

You're currently Spotify Free. We have an even better service called Spotify Premium. It lets you listen ad-free, on-demand and offline. Like a free trial?


TRY PREMIUM FREE

Tips: Click opens 'tip of the day' modal, offers additional link to a support site article


Spotify

Upgrade Flow

All upgrade options lead to "Try Premium" page

 Spotify

chrisconsroe






Try Premium free for 30 days

- ✓ Listen without the distraction of ads
- ✓ Play music with no phone service
- ✓ Skip as many songs as you want

\$9.99 + tax per month after trial.
Cancel anytime.

[See more offers](#)



PayPal

...

Card number

1111 2222 3333 4444

Expiry date

Month

Year

Security code

Zip code

20016

If you don't cancel your subscription before the trial ends on November 19, 2016, you agree that you will automatically be charged the subscription fee every month until you cancel. Full terms are available [here](#).

START 30-DAY TRIAL NOW

Premium for Family

Just \$14.99 (+ tax) per month for you and up to 5 family members.

Premium for Students

\$4.99 + tax per month for 12 months.

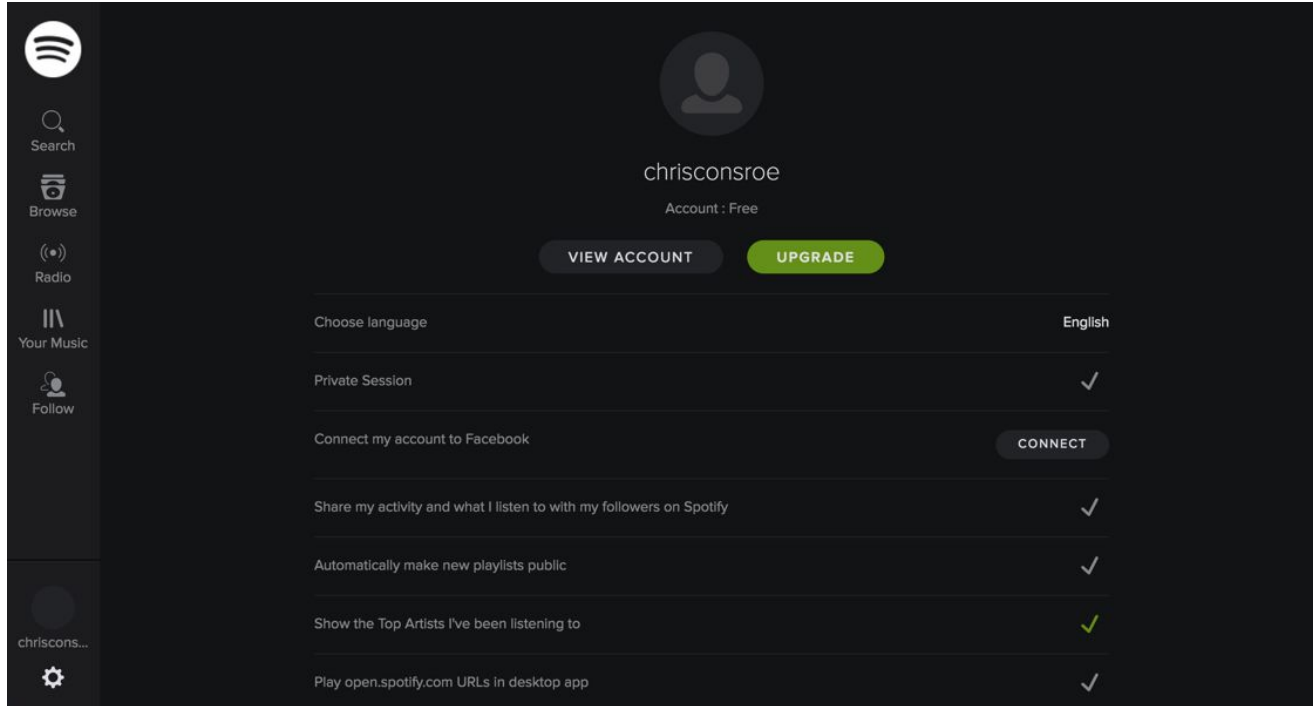
Start Spotify Premium

\$119.88 + tax for 1 year. Paid once.

'See more offers' options changes payment form to three options

Spotify

Web Player Settings



View Account:

redirects to

Account

Overview page

Update:

redirects

to upgrade flow

Shopify

Shopify

On-trial User

Two clicks;
settings to
account, option
to pick a plan
with description

The screenshot shows the Shopify admin interface. On the left is a dark sidebar with a menu. The 'Account' option is highlighted. A blue arrow points from the text 'Two clicks; settings to account, option to pick a plan with description' to the 'Account' menu item. The main content area has a breadcrumb trail: 'Settings / Account / Pick a plan for your store'. Below this is a blue banner stating 'Great for businesses with up to \$5,000 in yearly revenue'. Three pricing plans are displayed in white cards on a light gray background:

- Basic Shopify**: \$29/month. Description: 'Start selling your products on your secure and beautiful online store with low credit card rates.' Credit card rates: Online: 2.9% + 30¢, In Person: 2.7% + 0¢. Staff accounts: 2. Shipping label discount: Good.
- Shopify**: \$79/month. Description: 'Get more sales with features like gift cards, professional reports, and abandoned cart recovery.' Credit card rates: Online: 2.6% + 30¢, In Person: 2.5% + 0¢. Staff accounts: 5. Shipping label discount: Better.
- Advanced Shopify**: \$299/month. Description: 'Save time and money with our lowest credit card rates, advanced report builder and carrier calculated shipping.' Credit card rates: Online: 2.4% + 30¢, In Person: 2.4% + 0¢. Staff accounts: 15. Shipping label discount: Best.

Each plan card has a blue button labeled 'Choose this plan'.

Shopify

Upsell Opportunity

Gift cards is a
tiered feature


PRODUCTS

Products / Gift cards

Upsell CTA banner

Your plan doesn't support gift cards. To start selling gift cards, upgrade to the [Shopify](#) or [Advanced Shopify](#) plan!




[Upgrade my plan](#)

 **Gift cards on Shopify**
Now there's something on your store for everyone.

[Start selling gift cards on my store](#)

Available on the Shopify and Advanced Shopify plan only.

Selling gift cards
A gift card is a product like any other that customers buy from your store.


 [Gift card](#)  [Book](#)  [Bear](#)

13 days left in your trial [Select a plan](#)

Grey-ed out
button with text
beneath

Shopify

IPM Flag

 **shopify**

Home

Orders

Products

Customers

Reports


Discounts

SALES CHANNELS


Online Store

Apps

Settings

 **Reports**

Add report

 Product and order reports are now part of the new Sales section. Your saved reports are still available at the bottom of the page. [Learn more about sales reports.](#)

Online Store dashboard

View a summary of your Online Store's performance, including sales, visitors, top products, and referrals.









View dashboard

Finances

View a breakdown of your store's finances including sales, refunds, taxes, payments, and more.

View finances

Sales

 Sales by month	 Sales by hour	 Sales by channel	 Sales by product
 Sales by product variant SKU	 Sales by product vendor	 Sales by billing country	 Sales by customer name

Beats by Chart
Chart Beat

Google Hangouts is sharing your screen with hangouts.google.com.

Stop sharing

Hide

Other Examples

Vimeo

IPM Flag

powered by [crowdtangle](#)

Offsite Social Short Video
Uploaded Oct 27, 2016, 10:07 AM 02:18

- Basic
- Privacy** >
- Collections
- Embed
- Video file
- Advanced
- Upgrade

[Go to video](#)

[All videos](#)

Who can watch this video?

- ☒ Anyone
- ☐ Only me
- ☐ Only people I follow
- ☐ Only people I choose
- ☐ Only people with a password
- ☐ Only people with the private link [Upgrade](#)
- ☐ Hide this video from Vimeo.com [Upgrade](#)

Where can this video be embedded?

- ☐ Anywhere
- ☒ Nowhere
- ☐ Only on sites I choose [Upgrade](#)

Who can comment on this video?

- ☐ Anyone
- ☒ No one
- ☐ Only people I follow

What can people do with this video?

- ☐ Download it
- ☐ Add it to collections (albums, channels, groups)

Enable video review page?

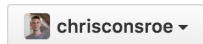
[Upgrade to Vimeo PRO or Business](#)

Save Changes

Github

IPM Flag

Owner



Repository name

Great repository names are short and memorable. Need inspiration? How about **urban-octo-journey**.

Description (optional)



Public

Anyone can see this repository. You choose who can commit.



Private

You choose who can see and commit to this repository.

Upgrade my account

In order to make this repository private, you'll need to upgrade your account.

This will cost **\$7/month** and you'll get unlimited private repositories. You can cancel anytime.

Pay with



Credit card



PayPal account

Credit card number



Accepted cards

Expiration (MM/YY) CVV (?)

Country