Competitive/Comparative Research

In-Product Marketing Examples

Evernote

Evernote
Admin User -- Initial Login Page

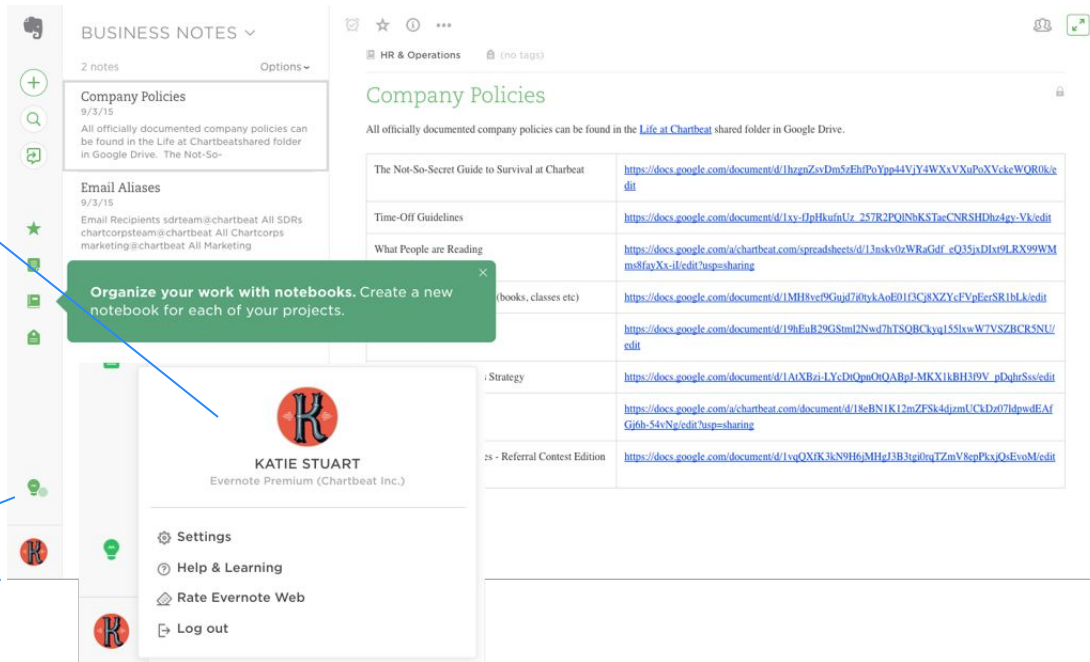Call-out 'Evernote Premium' as current account tier

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

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

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

BUSINESS NOTES ∨

289 notes   Options ∨

⊟ Chartcorps ∨   🔖 New tag...

> REMINDERS   1 ⏰

SSH Scripting on Dev vi...
LAST WEEK
Using our VPN to run various scripts on the dev server via Terminal is easy and fun!

Offsite Social Internal F...
2 WEEKS AGO
INTERNAL FAQ: What is Offsite Social? Offsite social is a real-time view of what's happening

Path Aliasing

CHRIS CONSROE
Evernote Premium (Chartbeat Inc.)

⚙ Settings
⬇ Download Evernote
⍰ Help & Learning
◇ Rate Evernote Web
↦ Log out

SSH Scripting on Dev via VPN in Terminal

Using our VPN to run various scripts on the dev server via Terminal is easy and fun!

- Navigate to http://vpn.chartbeat.com and connect with your credentials:

⊙PENVPN

You are now connected to vpn.chartbeat.com with IP address: 192.168.208.207
You have been connected for: 00:28:54
Traffic: 75.3 KB in, 80.4 KB out
Closing this window will not disconnect you from the network.

Disconnect

Open terminal and run `ssh username@dev`:

```
williampurcell@Williams-MacBook-Air:~$ ssh willp@dev
```

```
chartbeat
```

```
Last login: Tue Apr  5 14:55:16 2016 from ip-10-232-82-202.ec2.internal
willp@dev:~$ ▯
```

:s'd Chartcorps Scripts

Most of the scripts commonly used by Chartcorps are "pants'd," or wrapped in a meta script. To access Chartcorps scripts, one must first execute the `djangofly-prod-scripts` meta script in the `/usr/local/chartbeat_bin/` directory.

Share

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

Explore all features redirects browser to subscriptions page
NOTE: admins have a "Manage your business in the Admin Console" link

Account Summary shows 'premium tier' as banner image

Underscored by the 'account level' option

Spotify

Spotify

User -- Free

Multiple calls-to-action to upgrade to premium

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

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

Account overview

Profile

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

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

VISA 🔒

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
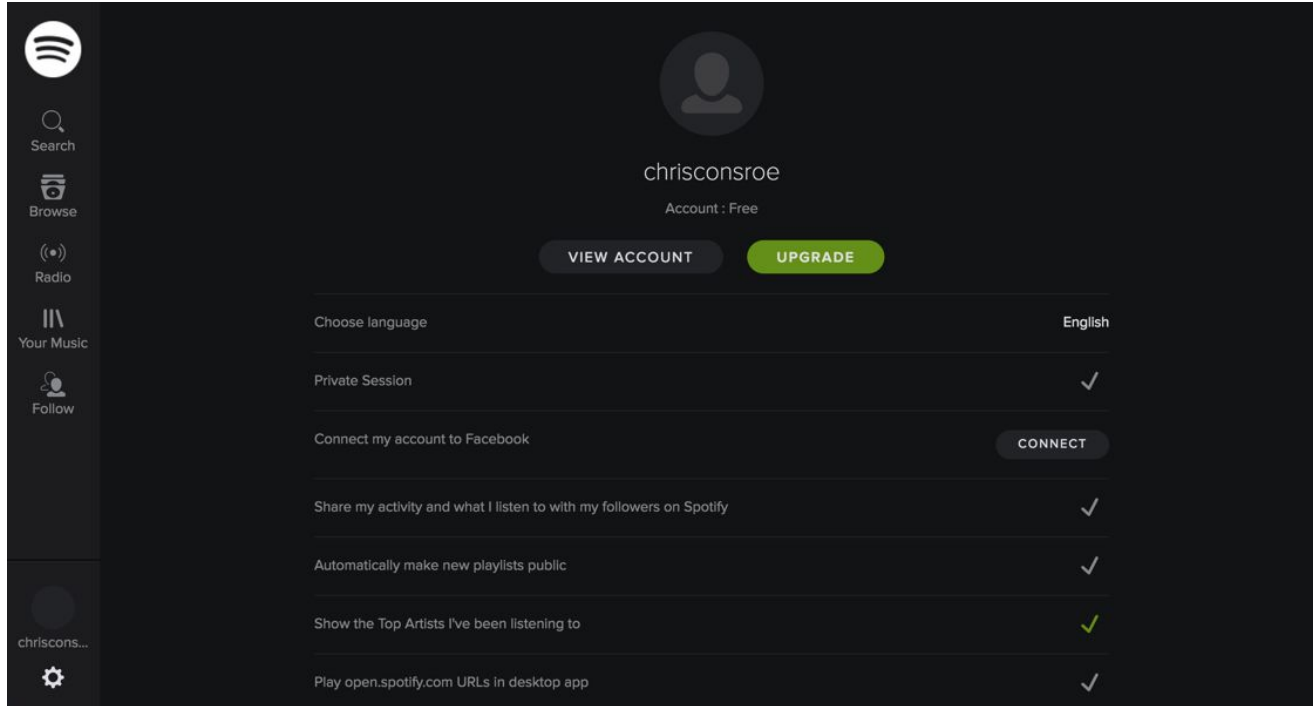$4.99 + tax per month for 12 months.

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

SETTINGS

General
Payments
Checkout
Shipping
Taxes
Notifications
Files
Sales channels
Account

Settings / Account / Pick a plan for your store

Great for businesses with up to $5,000 in yearly revenue

$ **29** /month

Choose this plan

Basic Shopify

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

$ **79** /month

Choose this plan

Shopify

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

$ **299** /month

Choose this plan

Advanced Shopify

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

Shopify
Upsell Opportunity

Gift cards is a tiered feature

Grey-ed out button with text beneath

PRODUCTS

🎁 Products / Gift cards

Products
Transfers
Inventory
Collections
Gift cards

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**

Shopify
IPM Flag

Other Examples

Vimeo
IPM Flag

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)
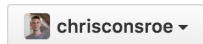
Enable video review page?
Upgrade to Vimeo PRO or Business

Save Changes

Github
IPM Flag

Owner

Repository name

[👤 chrisconsroe ▾] / [_____ 🗒]

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

[_____]

VISA Mastercard AMERICAN EXPRESS DISCOVER NETWORK JCB Diners Club   Accepted cards

Expiration (MM/YY) **CVV** (?)

[▾] / [▾]   [_____]

Country