



**IMT 570: Group 1**

# **LINKEDIN PREMIUM TRIAL CONVERSION & RETENTION**

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Our Aha! Moment

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# MOTIVATION

SUMMER INTERNSHIP SEARCH

WHICH PLATFORMS ARE USED

WHICH FEATURES ARE MOST  
USEFUL?

USAGE OF LINKEDIN PREMIUM

Among early-career jobseekers



# PROBLEM

## SIGNIFICANCE

For Linkedin as a platform to enhance their offerings

## RELEVANCE

For students in the job/internship hunt



## PROBLEM

We will address the low conversion rates(*Jain, 2023*) of the one-month free trial of LinkedIn Premium among students seeking internships/jobs.





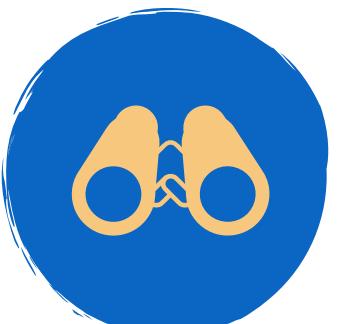
# HOW DO WE SOLVE THE PROBLEM?

## IMPROVEMENT TO CURRENT FEATURES



- InMail Limit Extension
- Improve Trustworthiness of Features

## CLEARER DISTINCTION BETWEEN ITS FREE AND PAID OFFERINGS



## NEW FEATURES



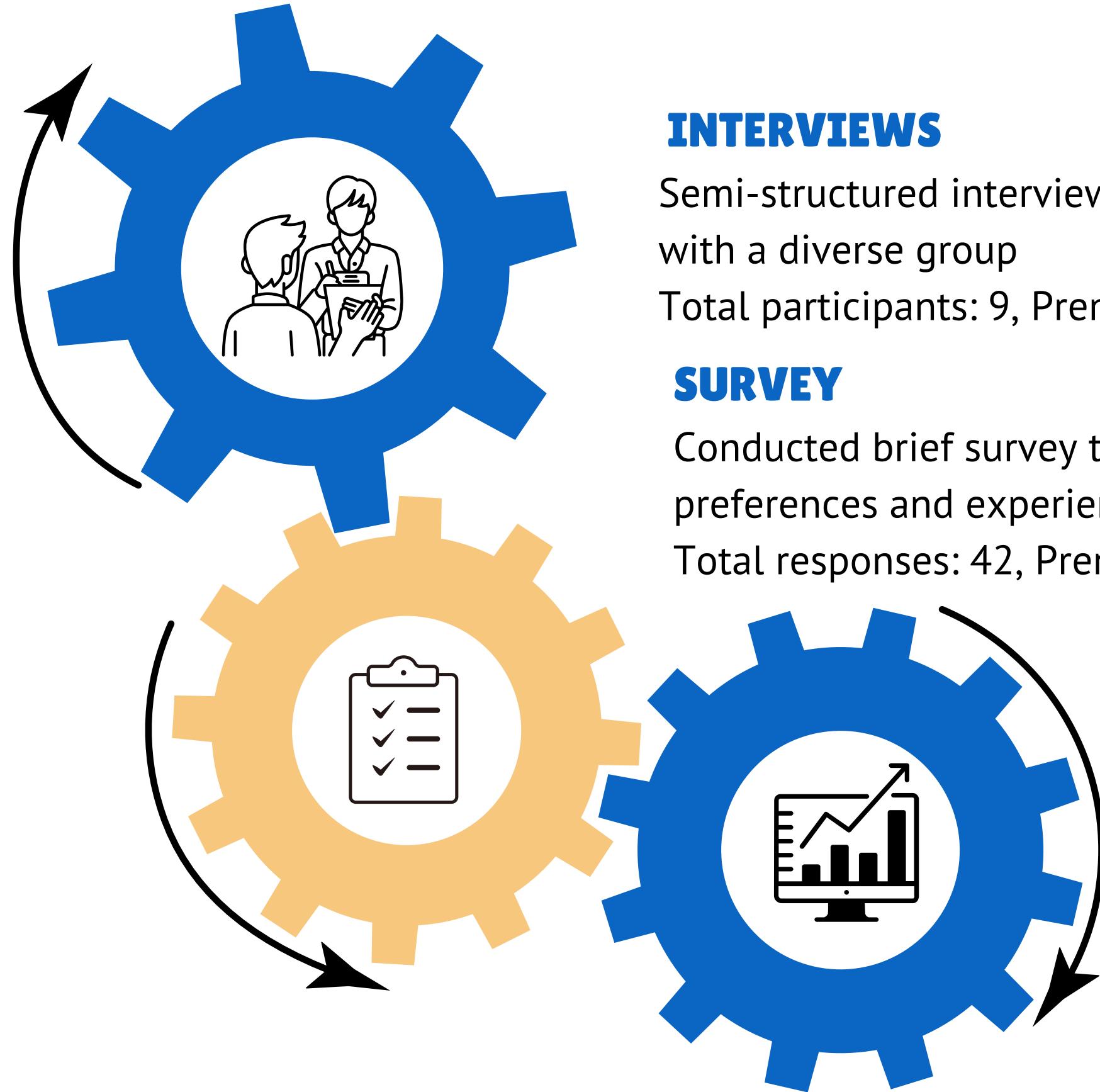
- LinkedIn Profile recommendations
- Resume-based job recommendations

## NEW LINKEDIN PREMIUM STUDENT



- Tier based subscription model
- Made affordable for students

# PROCESS



## INTERVIEWS

Semi-structured interview first piloted and then done with a diverse group

Total participants: 9, Premium users: 4, Free version: 5

## SURVEY

Conducted brief survey to understand consumer preferences and experiences using Qualtrics

Total responses: 42, Premium users: 22, Free version: 20

## DATA ANALYSIS

Conducted thematic analysis on interview data. Performed statistical analyses including hypothesis testing on survey data

# THEMES – PREMIUM USERS



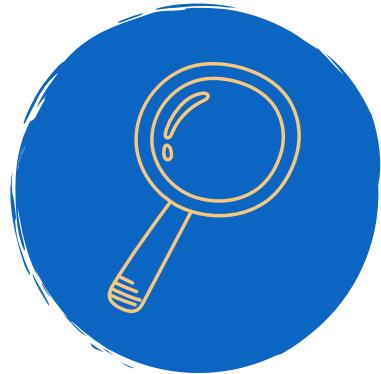
## A PRIMARY TOOL FOR JOB SEARCH AND NETWORKING

"LinkedIn is my primary source for looking for internships."



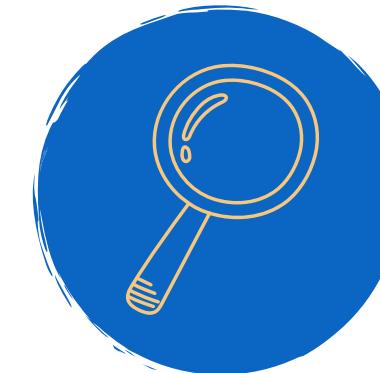
## LACK OF TRUST

"I feel like they're not really accurate on those algorithms."



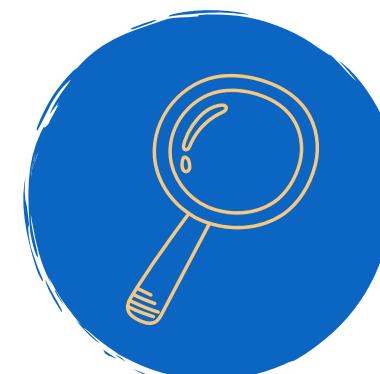
## COST

"For the amount of money being charged on a student budget, I do not think it makes a good purchase option."



## WILLINGNESS TO RECOMMEND

"I would recommend LinkedIn Premium. You get an edge over other applicants."



## LIMITATIONS OF LI PREMIUM

"Even the most expensive version of Premium only allows 50 In Mails per month. I feel if a person is actively applying, they would want to reach out to a lot more recruiters."

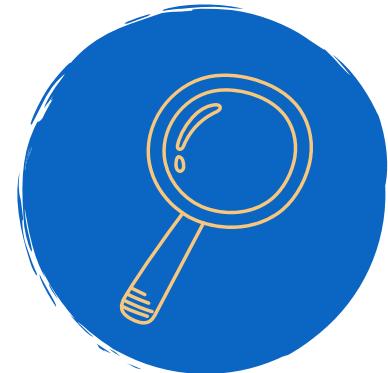
"They could include application tracking."

# THEMES – NON USERS



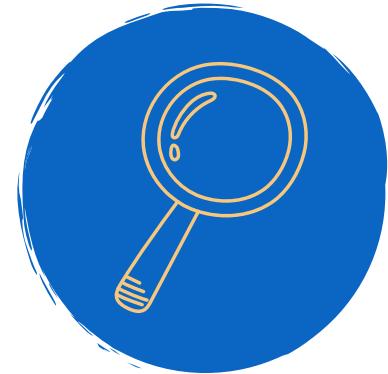
## LACK OF FEATURE AWARENESS

"Since I've never used it myself, I cannot claim to know that I know all the features"



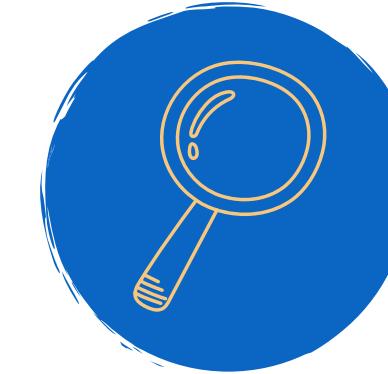
## COST

"I think there are two main factors that have been preventing me #1 would be it's kind of expensive"



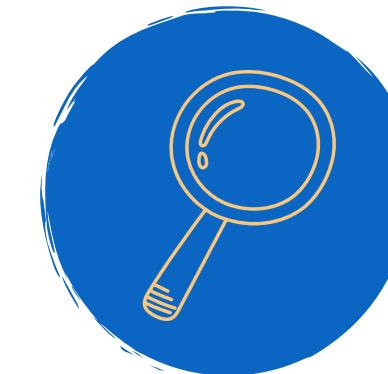
## PREFERENCE FOR HANDSHAKE

"And I think in general Handshake is skewed to like students. So I feel like that's better compared to LinkedIn"



## LIMITATIONS OF LI PREMIUM

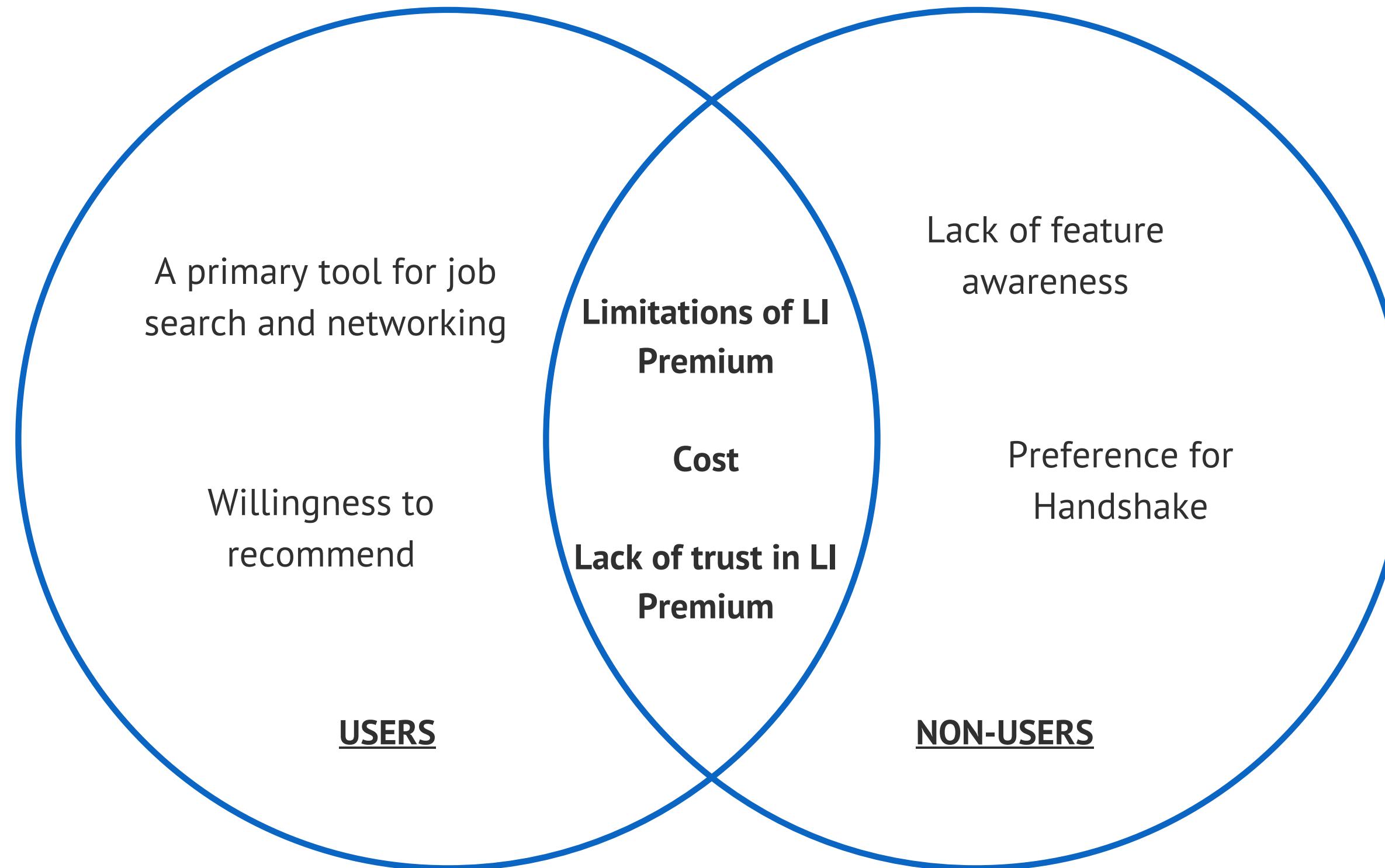
"I think it will be nice if LinkedIn wants to upgrade their system like handshake like what people have applied to and like what progress is on that"  
(Application tracking)



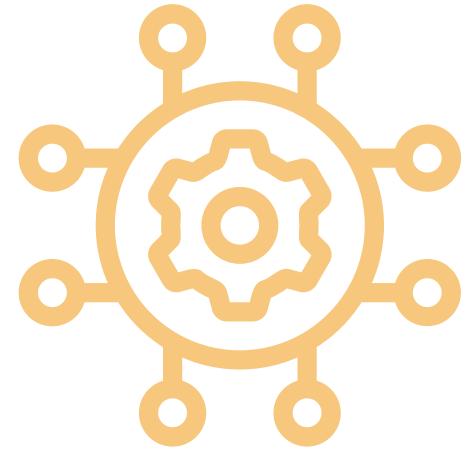
## A LACK OF TRUST IN LI PREMIUM

"I can always send a small, personalized invite with my connection request when I'm pinging some recruiter." (InMail)

# COMMON THEMES



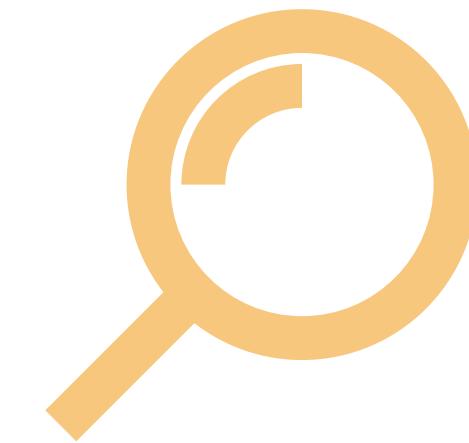
# INSIGHTS



**LACK OF TRUST IN  
RECOMENDATION  
ALGOS**



**PREMIUM  
PERCEIVED AS  
PRICEY**



**DESIRE FOR  
APP. TRACKING  
& OTHER  
FEATURES**

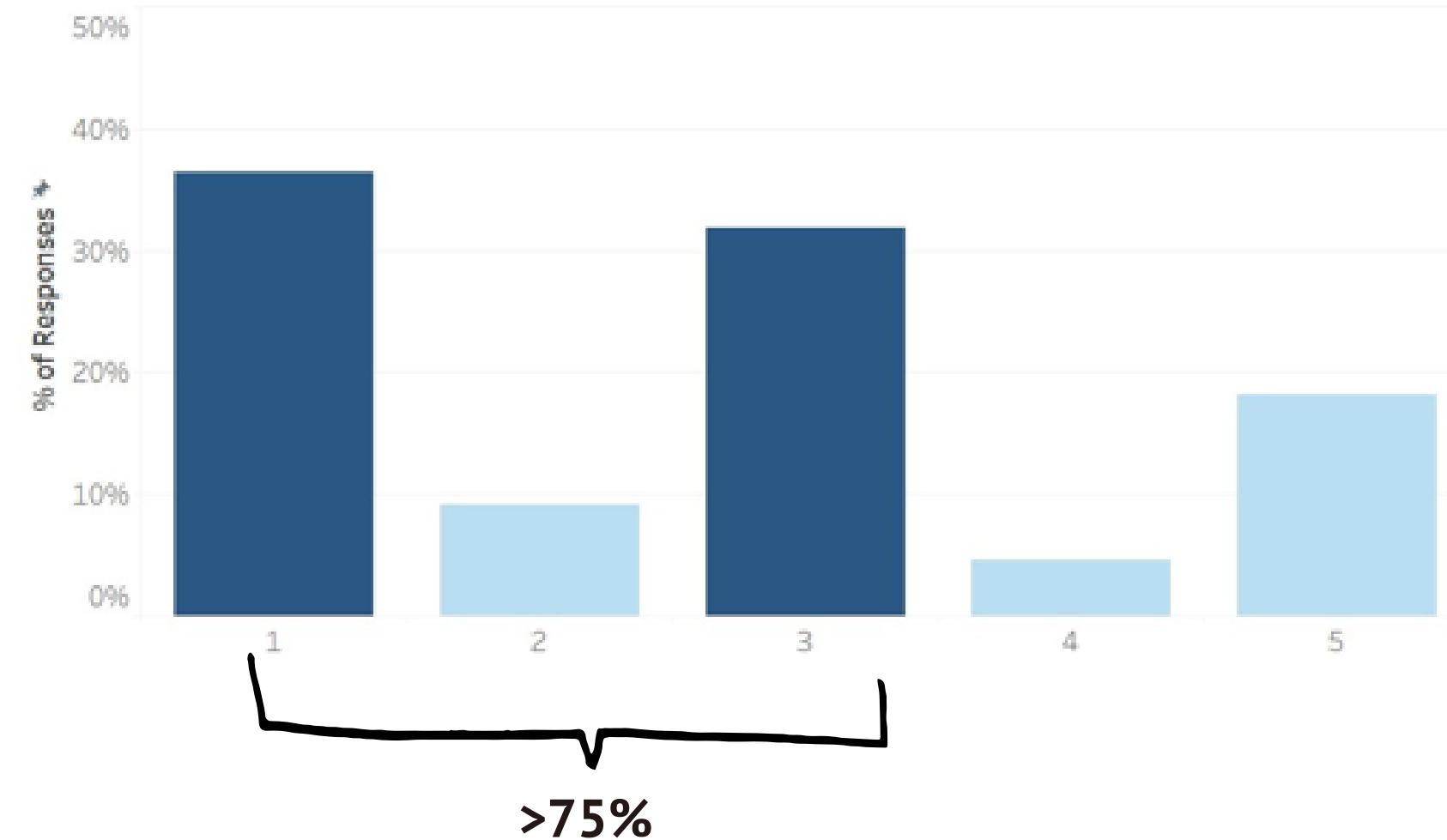


**LACK OF  
FEATURE  
AWARENESS**

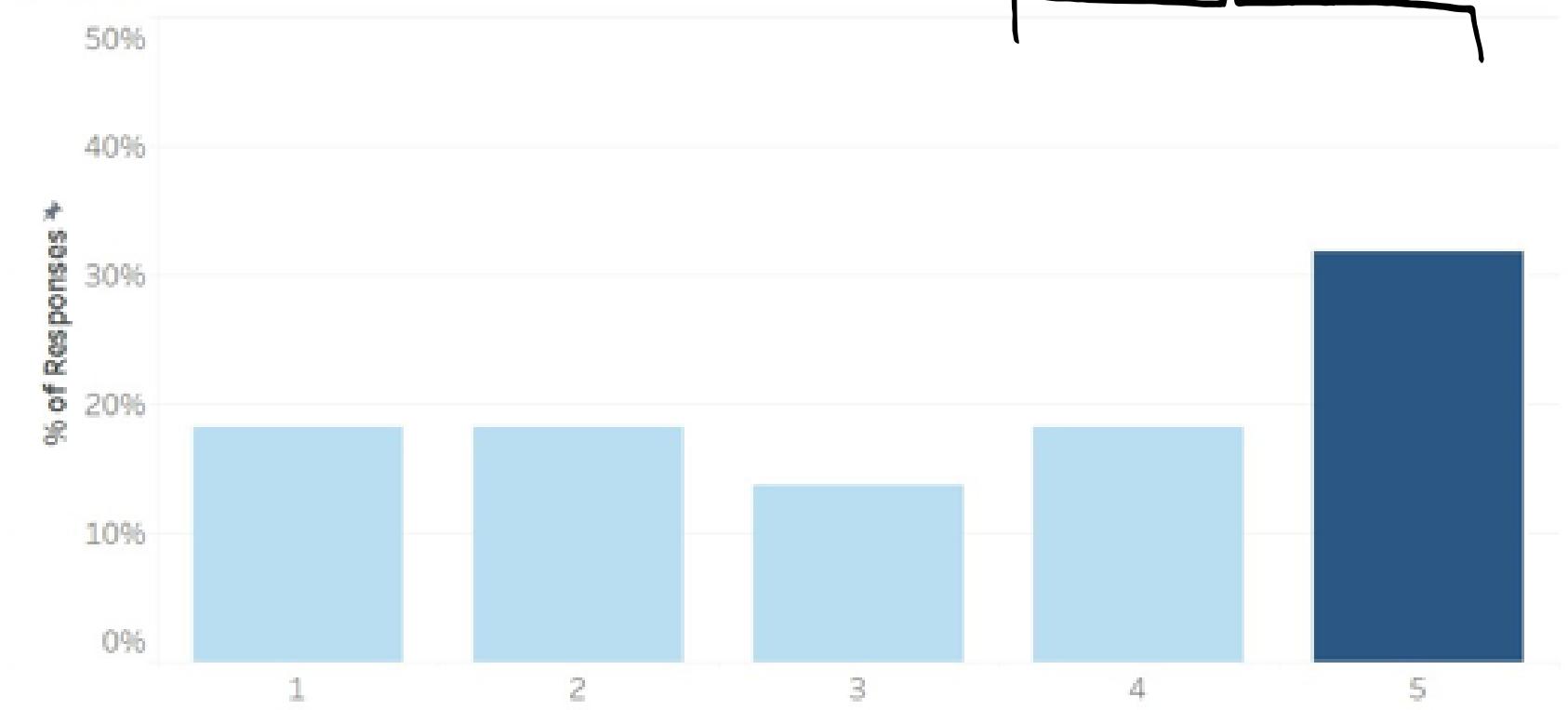
# USER SATISFACTION

Premium feature ratings by users

Application Insights

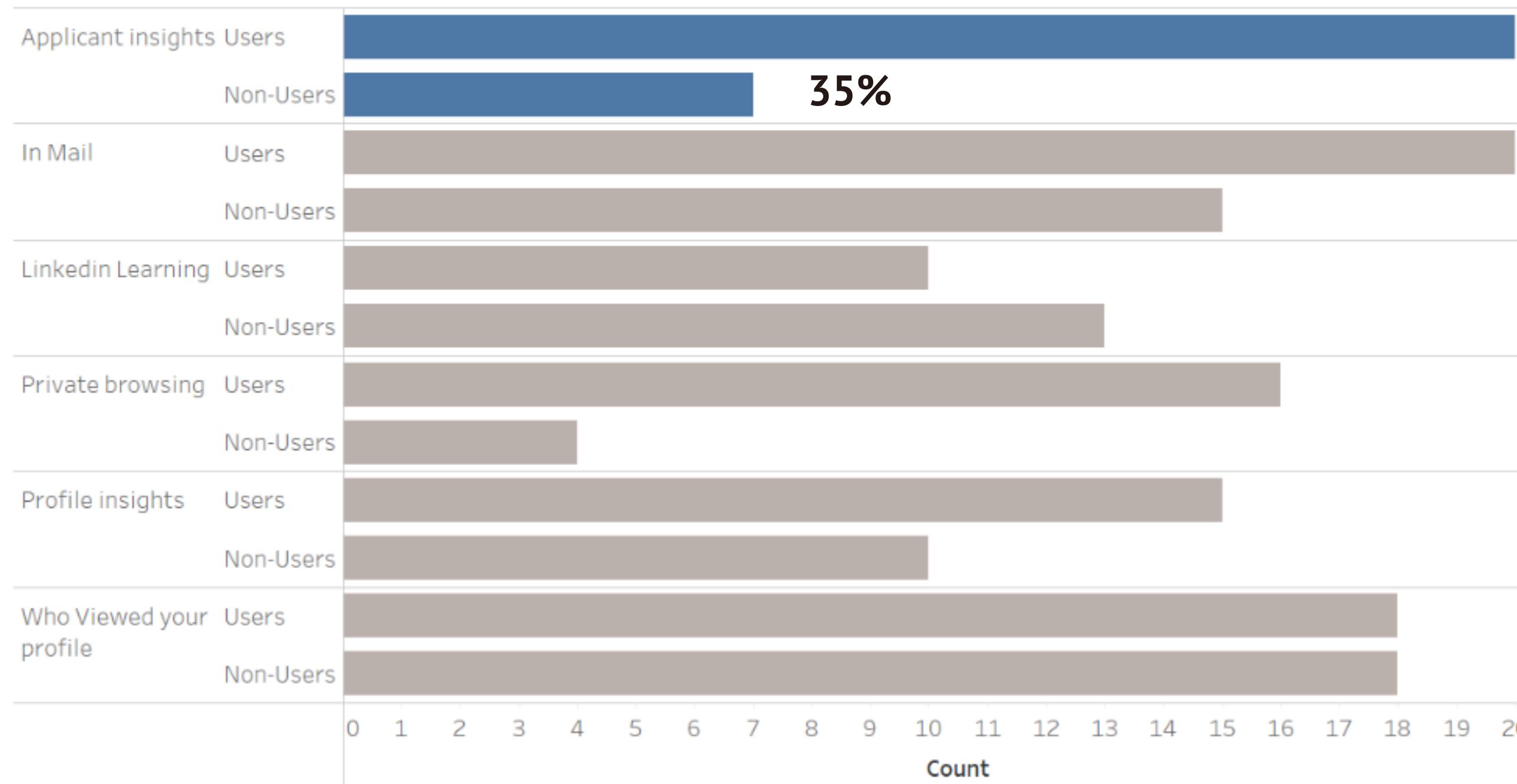


InMail



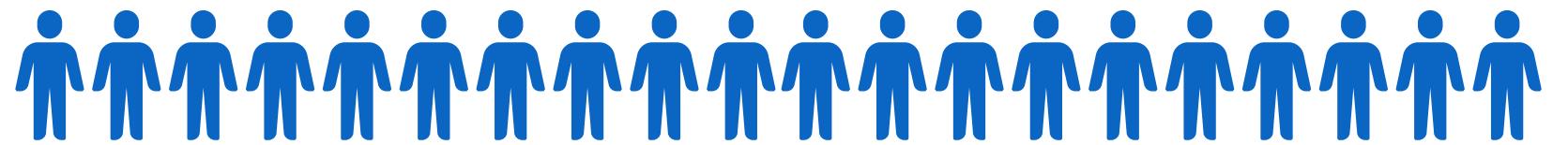
# FEATURE AWARENESS

Awareness of Premium Features



# PRICING

**100% OF RESPONDENTS FEEL PREMIUM IS NOT FAIRLY PRICED**

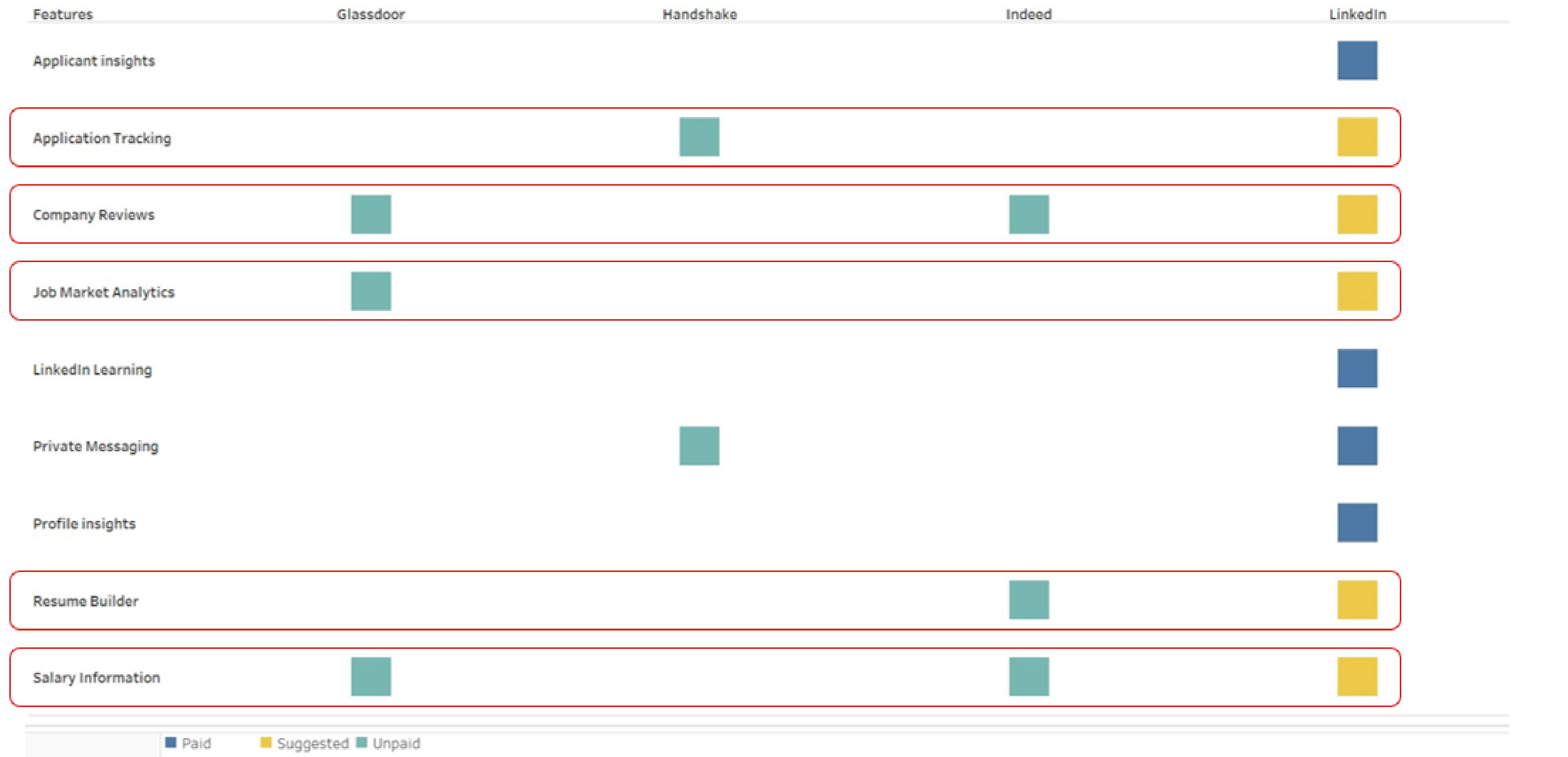


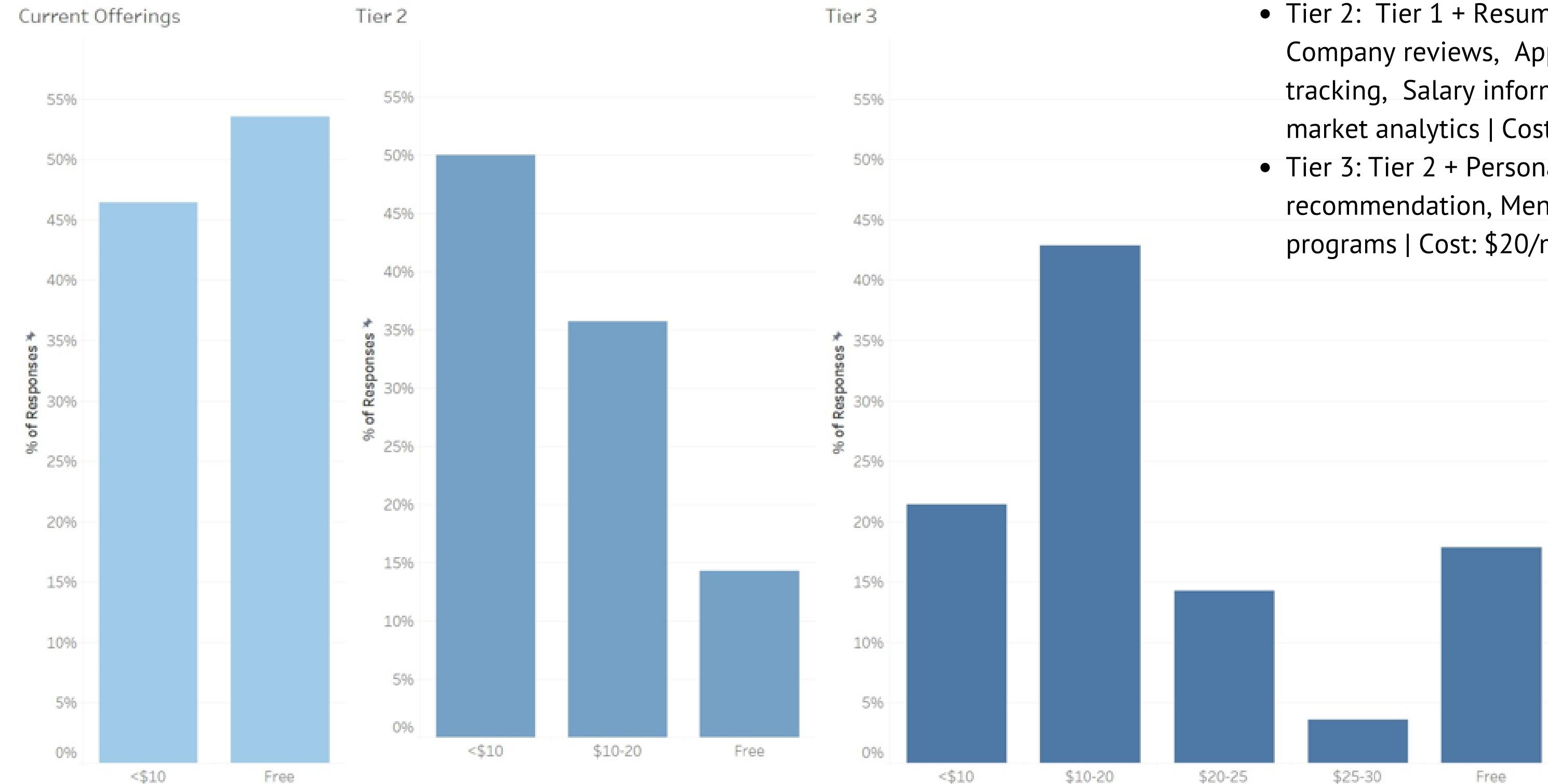
**53.57% OF RESPONDENTS DID NOT FEEL THE CURRENT OFFERINGS  
ARE WORTH PAYING FOR**



**83.93% ARE WILLING TO PAY INCREASED TO IF NEW FEATURES  
WERE TO BE ADDED**

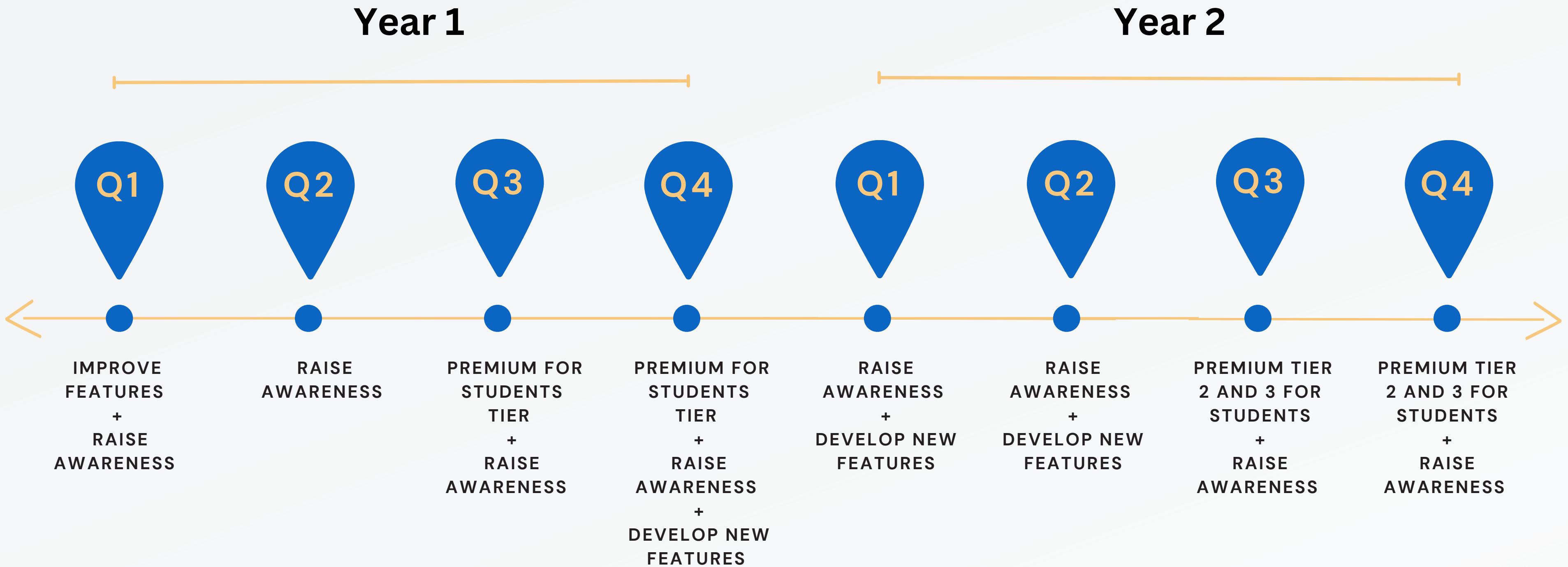






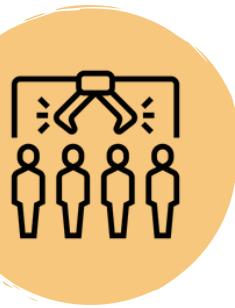
- Tier 1: Current features + extra InMail credits | Cost: \$10/mo
- Tier 2: Tier 1 + Resume builder, Company reviews, Application tracking, Salary information, Job market analytics | Cost: \$15/mo
- Tier 3: Tier 2 + Personalized recommendation, Mentorship programs | Cost: \$20/mo

# TIMELINE



# LIMITATIONS & FUTURE STEPS

## Sampling Limitations



- Diversity and generality were limited by the study's use of convenience sampling on UW students.
- We can incorporate people from various universities or fields in future work to capture a broader spectrum of opinions.

## Small sample size



- Data reliability and statistical validity are hampered by the small sample size (9 interviews and 42 survey responses).
- A bigger sample size in future work would allow for an in-depth analysis of demographic-based variations in user perceptions.

## Limited time frame



- The study's data collection and analysis were hampered by a time constraint, compromising its depth and breadth.
- A longitudinal study would provide insights into changing user perceptions of LinkedIn Premium and uncover long-term effects.



# TEAM



**ABHISHEK KULKARNI**



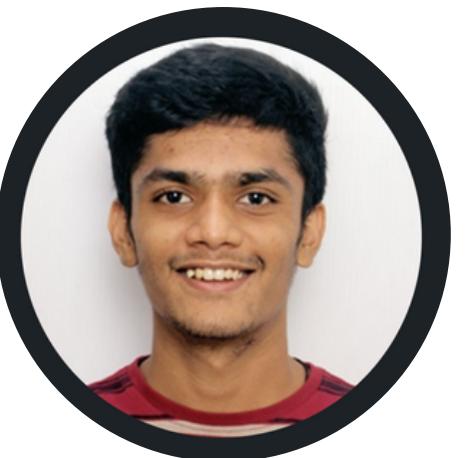
**SHINJINI GUHA**



**ISHA DOSHI**



**SIDDHARTH PUROHIT**



**SANYAM SAVLA**



**STUSHI DAS**



# THANK YOU!