

Task 2: Decision-making process

Functions of the [90-day team campaign](#) option

- Get lead contacts and information
- Activate the whole team or company by trial program
- Propose additional complementary products
- Promote confidence to accelerate B2B deals
- Increase clients loyalty
- Give ability for customers to share this campaign with others

Team evaluation campaign workflow

1. After user submits the form, data goes to Marketo system in order to create sales lead.
2. After the sales/account manager gets user name, email, location, company reference, she validates user data. Manager could check the email, sending hello message with some additional questions. If lead is approved, it is turned in sales lead, otherwise is ignored.
3. Manager sends the invitation email with 90-day trial of IntelliJ IDEA and other team products like TeamCity, YouTrack, Upsource to sales lead.
4. On the 10th day manager sends check email, asking whether the team feels fine, the setup was OK, no support is required. Sales lead is converted to opportunity. Manager could try to get some personal relations with the team if possible.
5. After 89 days, manager sends the reminder, that evaluation is up tomorrow and propose to buy licences. She could propose some discount for the team. If the company is big, manager could ask board contacts in order to propose partnership.
6. If products were purchased, team gets up-selling opportunities, otherwise team could get additional evaluation time or receive JetBrains promotion and news messages.

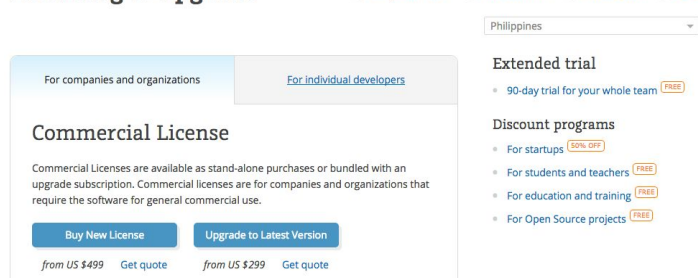
Team evaluation campaign metrics

We can measure such metrics as number of leads/sales leads (conversion), number of opportunities/missed opportunities, number of purchases, average tab time.

What could be improved?

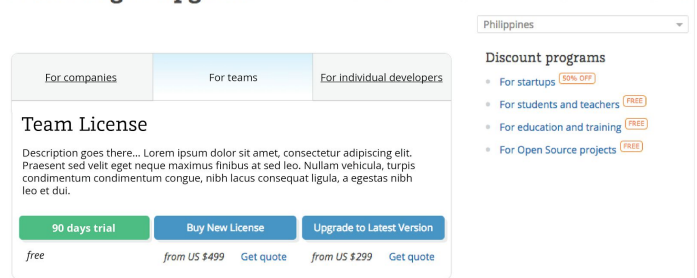
1. **Hypothesis that team deserves more attention.** Team is a small company. We could add special 'Team License' tab, that will be the same as Company License, but will attract additional team leads vs individual developers (see Fig. 2.). Need to be proved, eg by A/B test.
2. **Hypothesis that sign in by social account will rise conversion.** Dull form could be replaced, so will be solved spam problem and personal communication task. Need to be proved, eg by A/B test.
3. **Spam problem.** Add spam and bots protection to trial form to protect sales managers.

Licensing & Upgrade



[Fig. 1 - Current Licensing & Upgrade page.](#)

Licensing & Upgrade



[Fig. 2 - Licensing & Upgrade page with Team License.](#)