

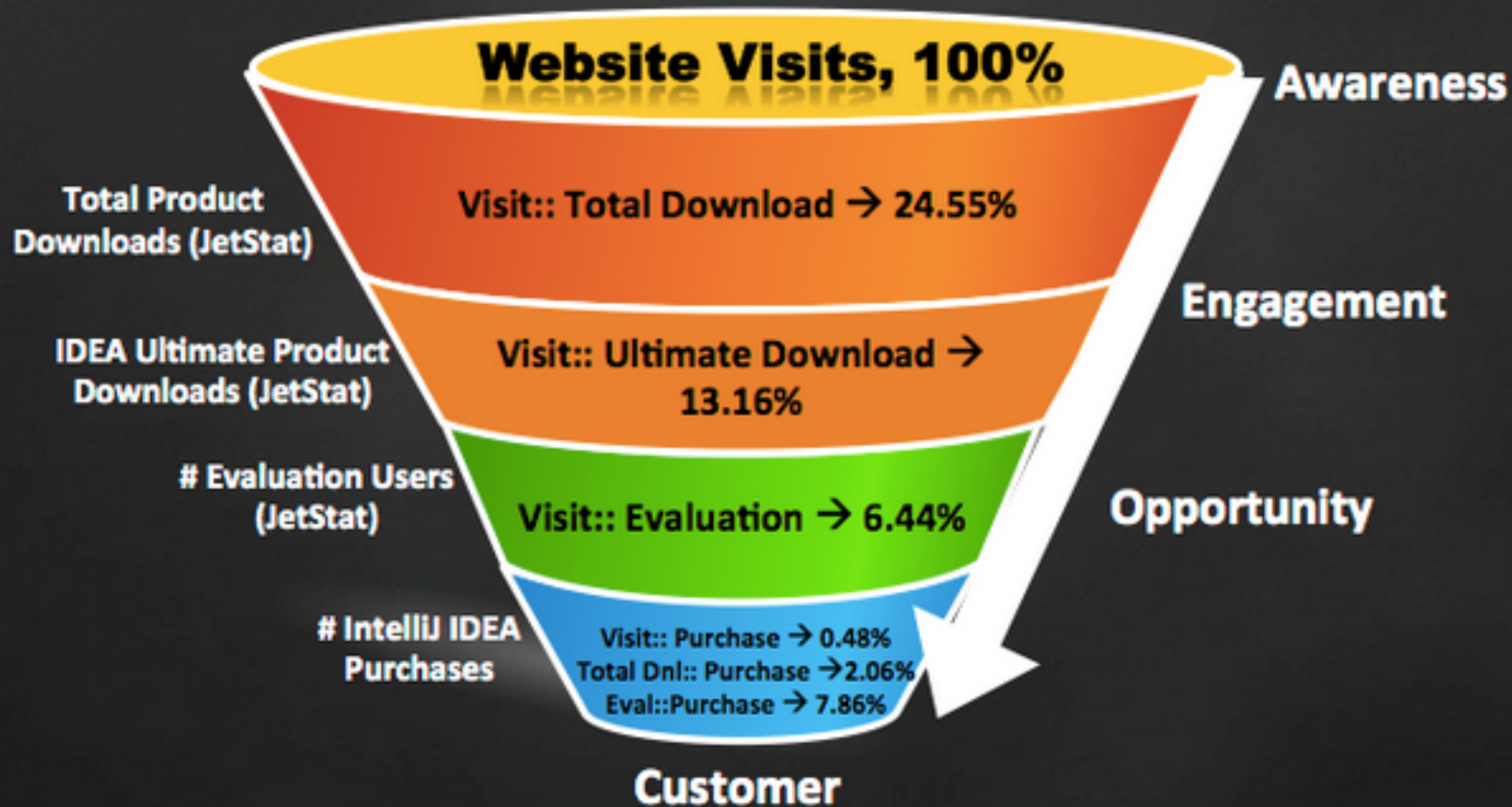


Customer Lifecycle

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Customer Lifecycle Models

- **AIDA** (awareness, interest, desire, action)
- **AIDAS** (awareness, interest, desire, action, satisfaction)
- **AIDALslove** (attention, interest, search, action, like, share, love)
- **TIREA** (thought, interest, evaluation, engagement, action)
- **REAN** (reach, engage, activate, nurture)
- **NAITDASE** (need, attention, interest, trust, desire, action, satisfaction, evaluation)
- **AARRR** (acquisition, activation, retention, referral, revenue)



IntelliJ IDEA Purchase Funnel

- Website Visit → Download: 24.55%
- Website Visit → Evaluation: 6.44%
- Website Visit → Purchase: 0.48%
- Download → Purchase: 4.20%
- Evaluation → Purchase: 7.86%
- Purchase → Upgrade: 60%

Possible Optimizations

- Acquisition: SEO, CPC, inbound marketing (new users, costs)
- Engagement
- CRO: A/B testing, landing pages
- **Retention**: beginner experience (churn rate, feedback)
- **Purchasing experience** (pricing, discounts)
- **Upgrade experience** (new features, subscription model)
- **Up-selling, cross-selling** (flexible pricing, promotion)



IntelliJ IDEA Ultimate Uninstall Feedback

- I'm happy with it; the reason has nothing to do with the product itself: 52%
- It worked well, but the price is too steep: 16%
- It is unintuitive, slow or difficult to use: 14%
- It has bugs: 8%
- I didn't like it enough to switch from my current tool: 4%
- It lacks the functionality I need: 3%

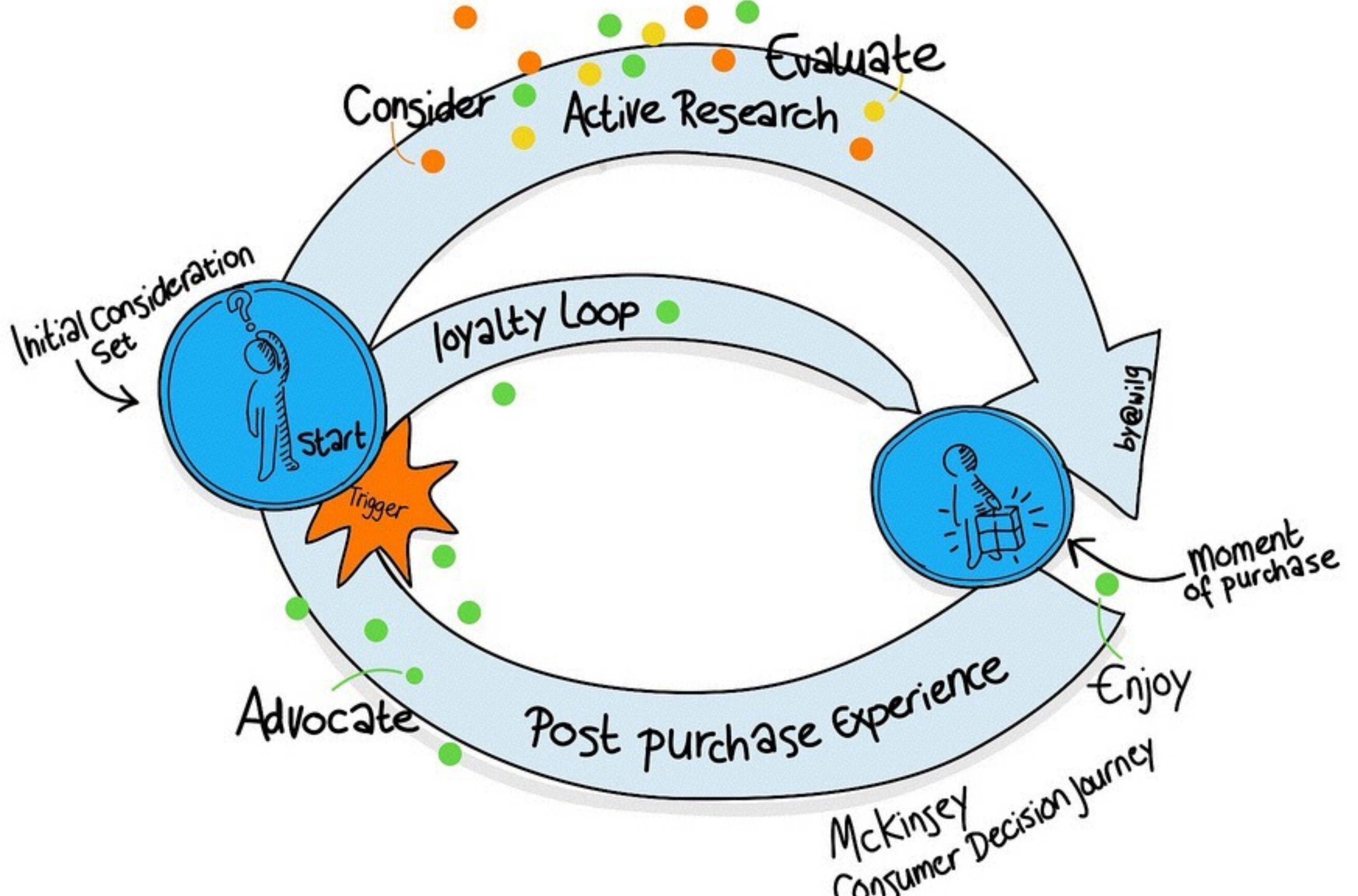


IntelliJ IDEA Ultimate Uninstall Feedback (Part II)

- Slow performance: 47%
- Project configuration: 11%
- IDE configuration: 14%
- Crashes: 8%
- Unusual shortcuts: 2%
- Other: 20%

Website Visitors Acquisition

- **Google:** 58%
- **Direct:** 25%
- **Baidu:** 5%
- AdWords (CPC): 1 %
- StackOverflow (reference): 1%



Turning Customers Into Evangelists

- Create a “mission” your customers can get involved in (company beliefs; going monopoly; telling stories)
- Build strong relationships with customers (emotional, personal, etc)
- Make it easy to share (new features, tips & tricks, etc)

Game

- Everyone chooses a OMTM, and proposes an optimization

Questions