



Zoomerang

"New zPro 178s Renewal"

Jess Wells

March, 2006

178 Subscriber base

- ❖ Total PC178s in 2005: 2,741
- ❖ 178s as portion of all Paid subscribers:
 - 2005: 24.7%
 - 2006: 21.32%
- ❖ Sign-ups to 178 are increasing:
 - *Jan. '05 306 Jan. '06 350*
 - *Feb. '05 285 Feb. '06 324*
 - *March '05 360 March '06 goal > 360 signups*
- ❖ They're generated by telesales and people who find the (hidden) one-month option on the Website
- ❖ One-month subscribers have a higher renewal rate than Basic members 22% vs 9% approx.

❖ **178s are in these Industries:** (145 from Dec. 2005 – Feb 12, 2006; 30 specified their industry)

- Consulting 40%
- Services 20%
- Healthcare 16.67%
- Manufacturing 10%
- Food/Bev 10%
- Tech 10%
- Edu 6.67%
- Non-profit 6.67%

- ❖ 178s use the product slightly more than annual zPro subscribers
 - Average logins per day for 178s = 4.48
 - Average logins per day for zPro = 4.20
 - Average logins per day for Basic = 2.18

- ❖ 178s respond well to call to reactivate:
 - All Reactivation mailers in 2005, sort by open rate and click through rate, 178 emails take the top 3 slots in both categories
 - Open rates from 42.10% to 47.70% and CTRs 4.70%-5.50%

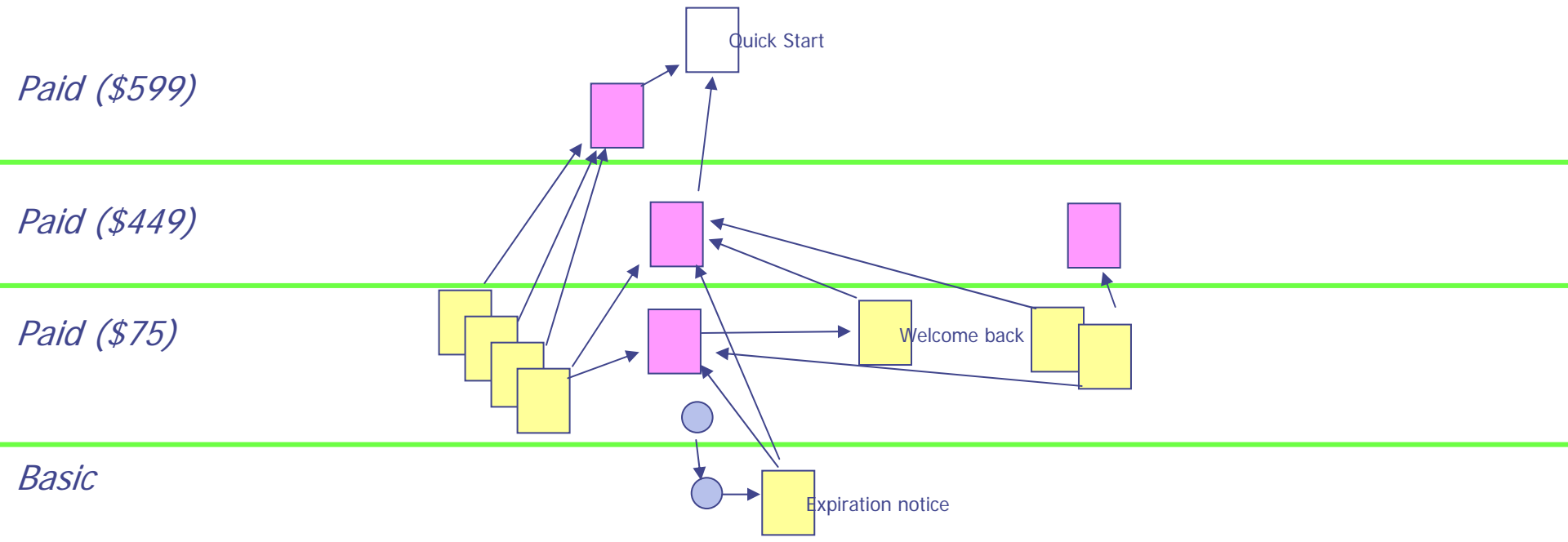
- zPro Cancellation Survey, Q405:
 - ◆ Half of former customers (51%) do not renew to annual because they only had a short-term need for an online survey tool.
 - ◆ Nearly 2-in-5 former customers (39%) had purchased short-term access to zPro.
 - More than half (52%) do so to get their data and one-third (33%) do so because they needed it for a single project
 - Of one-month subscribers, 89% would return to zPro if they had the need for a tool again.
- Zoomerang Basic Survey on Upgrade Behavior, Q405:
 - ◆ 31% said they would prefer to “pay one month at a time”
 - ◆ 31% said they use the product once or twice per year
 - ◆ 58% said they were not aware there was a \$75/1-month option = opportunity

❖ Impact renewal/upgrade of current Product Code 178s (1-month subscription) by:

- ◆ Communicating the value proposition of an annual subscription
- ◆ Reminding them of pending expiration
- ◆ Giving the 178 subscriber a quick and easy way to new/upgrade
- ◆ Expanding the dialogue with this subscriber base

- ❖ Before driving more demand for 178, make sure there's a renewal cycle in place. "Plug the hole in the bucket before filling it with more water."
- ❖ 1-month subscription is seen as a viable offering, not a substitute for a trial. Those that purchase a one-month sometimes buy one-months consecutively or sporadically
- ❖ We can impact PC178 renewal rates by:
 - Giving them a business reason to renew
 - Reminding them of their pending expiration date
 - Giving them links to both the \$75/one month and the \$449 annual discount option
 - Those that expire need an auto-generated offer

Messaging Tree for 178 Campaign



 = Reg page  = Email  = "Person who was"

Email #1 = Immediate

Empowerment:

- *Templates*
- *Demos*
- *Customer Support*
- *Success stories*

Premium Content:

- *White papers*
- *zPro Newsletter*
- *threat to cut off content if fall to Basic*



Easiest way to ask, Fastest way to know.™

Welcome to Zoomerang!

Welcome to the Zoomerang zPro community!

You now have access to premium, **subscriber-only content**, designed to get you started and give you insight into your business.

To get started:

- > Use one of our 100+ templates
- > Watch a quick demo here
- > Get a copy of "Ten Tips to Successful Surveys"
- > Call Customer Support at 800-XXX-XXXX

[Login now and send a survey!](#)

To get insight into your business:

- > Click here for a copy of "Building a Feedback Loop"
- > Click here to see Customer Success Stories
- > Read the latest subscriber-only newsletter

But if your one-month subscription lapses, you'll automatically revert to a Zoomerang Basic account which limits your access to this premium content. **Renew your account to an annual subscription here !**

Sincerely,

The Zoomerang Team



White papers, webcasts, unlimited phone support -- the subscriber-only community is here to help you.

Business impact of having an annual subscription = continual feedback

Offer: Feedback Loop white paper



Easiest way to ask, Fastest way to know.™

Gain Insights to Drive Profitability

Zoomerang surveys provide valuable feedback from your customers.

The ability to see that data over time allows you to spot valuable trends that drive better business decisions.

Click here for a complimentary Zoomerang white paper -- for subscribers only -- "[Building a Feedback Loop into a Business Plan](#)" outlining insights that surveys can deliver throughout the year.

[Building a Feedback Loop into a Business Plan](#)

"Savvy businesspeople are finding that the way to be nimble in the marketplace is to build a continuous feedback loop into several places within the tactical business plan..."

- > Get Feedback Right after the Interaction
- > Test and Trend the Concept
- > Check your Vendors
- > Plan your Events

- > Track your Employees
- > Share Best Practices
- > Build it Into Your Calendar
- > Deploy in Several Ways

Only an annual subscription to [Zoomerang zPro](#) can give you the continual insight required to spot trends and plot improvements. If your one-month subscription lapses, you'll automatically revert to a Zoomerang Basic account which limits your access to responses to just 10 days after survey deployment.

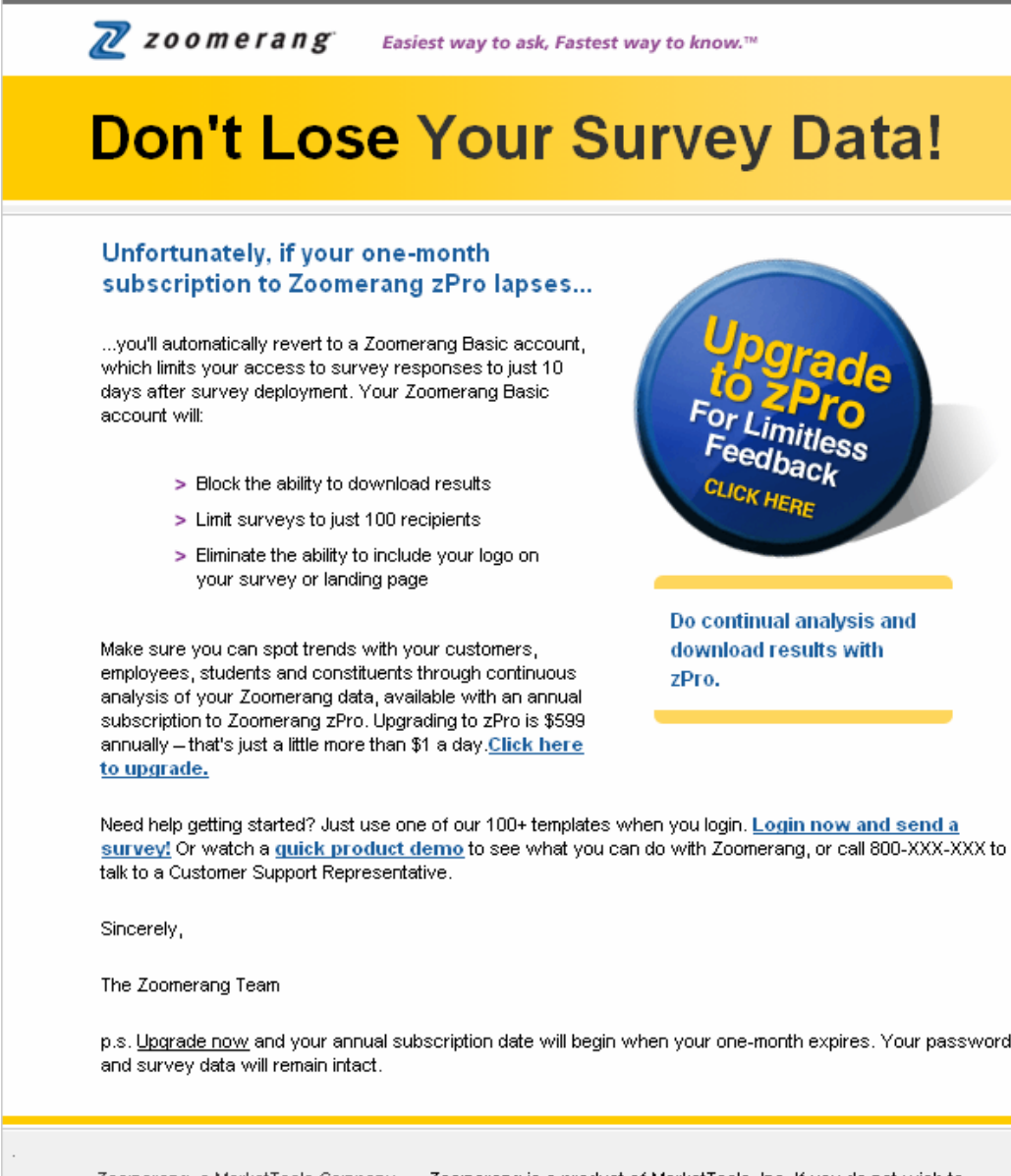


[Click here](#) to receive a complimentary white paper "[Building a Feedback Loop.](#)"

Hazard of losing insight

Focus on hazard and upgrade

Also mention templates and demos



zoomerang *Easiest way to ask, Fastest way to know.™*

Don't Lose Your Survey Data!

Unfortunately, if your one-month subscription to Zoomerang zPro lapses...

...you'll automatically revert to a Zoomerang Basic account, which limits your access to survey responses to just 10 days after survey deployment. Your Zoomerang Basic account will:

- > Block the ability to download results
- > Limit surveys to just 100 recipients
- > Eliminate the ability to include your logo on your survey or landing page

Make sure you can spot trends with your customers, employees, students and constituents through continuous analysis of your Zoomerang data, available with an annual subscription to Zoomerang zPro. Upgrading to zPro is \$599 annually – that's just a little more than \$1 a day. [Click here to upgrade.](#)

Need help getting started? Just use one of our 100+ templates when you login. [Login now and send a survey!](#) Or watch a [quick product demo](#) to see what you can do with Zoomerang, or call 800-XXX-XXX to talk to a Customer Support Representative.

Sincerely,

The Zoomerang Team

p.s. [Upgrade now](#) and your annual subscription date will begin when your one-month expires. Your password and survey data will remain intact.

Upgrade to zPro For Limitless Feedback
[CLICK HERE](#)

Do continual analysis and download results with zPro.

Zoomerang, a MarketTools Company | Zoomerang is a product of MarketTools, Inc. If you do not wish to

Email #4 = 28 days

Final Notice: subject line

Auto-fill the date to increase the sense of urgency

Two upgrade offers:

- *Renew to \$75*
- *Upgrade at a discount of \$449*

Easiest way to ask, Fastest way to know.™

Your First 3 Months of Zoomerang zPro Free!

FINAL NOTICE
Your one-month subscription to Zoomerang zPro will expire on [auto-fill date]

[Click here to renew your monthly subscription for just \\$75.](#)

Or, for a limited time, you can **upgrade and get the first 3 months, free!** Only Zoomerang zPro allows you to:

- > Download results to reports
- > Send an unlimited number of surveys
- > Embed images and logos into your survey
- > Import and export email addresses

And more! [Click here for full details](#)



For a limited time, zPro is available for \$449 – that's 3 months free - \$150 off the list price of \$599 annually.

Sincerely,

The Zoomerang Team

p.s. Upgrading to an annual zPro subscription is effortless: you keep the same login and password, plus access to all your previous surveys and their results. [Click here for full details](#)

Zoomerang, a MarketTools Company
One Belvedere Place
Mill Valley, CA 94941 USA

Zoomerang is a product of MarketTools, Inc. If you do not wish to receive communication in the future, please follow this link to unsubscribe.

Those who sign up for the one-month are welcomed back

And offered the discount

 **Zoomerang** *Easiest way to ask, Fastest way to know.™*

Welcome Back to Zoomerang !

Thank you for renewing your 1-month subscription to Zoomerang zPro!

Click here for the latest issue of the **subscriber-only newsletter**, filled with stories from your colleagues of Zoomerang in use, and tips for getting the most insight from surveys.

Don't risk interrupting the feedback loop that's so important to customer satisfaction and solid decision-making: upgrade your account to an annual subscription.

For a limited time, you can **upgrade to an annual subscription and get the first 3 months, free!**

Upgrade your account here, or call 800-XXX-XXXX to talk to a Customer Support Representative.

Sincerely,

The Zoomerang Team

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Email #6 = expiration + 7 days



Subject line = Renew at a discount

Two offers

- \$75 one-month
- \$449

Easiest way to ask, Fastest way to know.™

Your First 3 Months of Zoomerang zPro Free!

Your one-month subscription to Zoomerang zPro has expired!

Don't miss essential, continuous feedback from your customers or constituents!

Click here to renew your monthly subscription for just \$75.

Or, for a limited time, you can **upgrade and get the first 3 months, free!** Only Zoomerang zPro allows you to:

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Upgrading to an annual Zoomerang zPro subscription gives you access to premium, subscriber-only content, including white papers, webcasts, and a subscriber-only newsletter filled with best practices and insights from your colleagues. Click here to view the latest issue.

Reactive your account here, or call 800-XXX-XXXX to talk to the Customer Support Representative.

Sincerely,

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- ❖ After getting a 1-month renewal communication plan in place, consider offering 1-month option to Basic members
 - After the critical 30-day period
 - After the impact of 4.5 has been tapped

- ❖ Consider increasing the visibility of the 1-month option on the Web site