

# CHECKLIST OF WAYS TO IMPROVE SAAS CONVERSION RATES

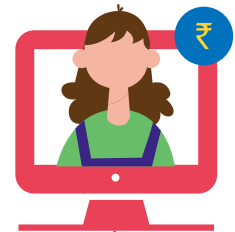


## Start by converting free subscribers into active users.

New signups are the first step of the conversion process, but once you have them in the system, it's critical to turn them into "active users" that are addicted to your product. For example, you might focus on identifying the key points where subscribers move from "test" status to daily active use and double-down on those efforts.

## Convert active users into paid subscribers.

The final stage of a conversion is moving customers from free "active users" to paid subscribers. While support is key to ensuring they are happy, it's equally important to ensure that you have a frictionless upgrade and payment process. You should also provide clear and concise pricing and feature comparison charts to support decisions.



## Incentivize or gamify referrals.

Referrals are among the best-converting sources of leads. Rather than relying on organic word of mouth, try creating gamified referral systems that make it easy and rewarding to refer others. When customers make a referral, be sure to reach out and thank them in order to encourage them to send more leads.



## Don't forget to cross-sell and promote upgrades.

Conversion rate optimization involves finding ways to provide new and higher levels of service to an existing user base. For example, you can help subscribers explore new ways to leverage your product with case studies, relevant content and webinars to explain the different ways that you can provide value.

