

Chapter 11: If They Don't Use It, You Lose It

Table Reference

Every table from this chapter, with what it's for and how to actually use it.

Product Telemetry Signals

Telemetry Signal	What It Tells You	Example Events
Setup Completion	Whether the user cleared the friction of getting started at all	Account created, integration connected, first project/workspace created
Activation Event ("Aha Moment")	Whether the user experienced the product's actual core value, not just its login screen	First successful [core action] – the one usage event most correlated with eventual conversion in your own historical data
Usage Frequency	Whether this is becoming a habit or a one-time curiosity click	Logins per week, session length, days active out of trial period
Feature Breadth	Whether the user is exploring beyond the one feature that got them in the door	Number of distinct features used, feature adoption sequence
Collaboration Signal	Whether the product is spreading inside the account on its own	Teammates invited, shared documents/links created
Inactivity / Risk Signal	Whether a previously active user has gone quiet	Days since last login, drop in session frequency vs. prior week

Description: The core telemetry signals that actually matter for trial health (setup completion, activation event, usage frequency, and others), with what each one tells you and real example events.

How to use it: Use as a spec when working with Product/Engineering to define what should actually be tracked and reported on for trial users.

The Phased Messaging Framework

Phase	Telemetry Trigger	Message Goal	Example Message
Welcome & Setup	Signup completed, setup not yet finished	Remove friction; get them to the activation event fast	"Here's the one thing to do first" – a direct nudge toward setup completion, not a generic welcome
First Value	Activation event fires	Confirm they got it, and point at the next useful step	"You just did the thing – here's what most people do next"
Habit Formation	Usage frequency crosses a "return visit" threshold	Introduce adjacent features tied to what they've already shown interest in	Feature-discovery nudges based on their actual usage pattern, not a generic tour of everything the product does
Expansion Signal	Feature breadth or collaboration signal crosses a threshold (e.g., invited a teammate, hit a usage cap)	Surface the upgrade path at the exact moment it's relevant, not before	Plan-upgrade prompt tied to the specific limit they just hit
Risk / Win-Back	Inactivity signal fires after prior engagement	Re-engage before the trial quietly dies	A specific nudge back to whatever feature they'd previously used, not a generic "we miss you"
Trial End – Not Yet Converted	Trial period expires without a purchase event; also fires on a countdown (e.g., 3 days remaining)	Offer a real path forward, not a hard cutoff; remind clearly of the deadline	Countdown reminder tied to the trial-end date, timed with any active promotion; direct prompt to contact Sales about extending the trial
Post-Purchase Growth	Conversion event fires	Shift from "convince them to buy" to "help them get more value, faster"	Onboarding for features they haven't tried yet; renewal and expansion messaging tied to usage growth, not just a calendar date

Description: Maps each trial phase (Welcome & Setup through Habit Formation) to the specific telemetry trigger, message goal, and a real example message.

How to use it: Use as a build spec for your own lifecycle email/in-app messaging sequence, triggered by actual product behavior instead of just days-since-signup.

Trial Health Scoring

Signal	Weight	Example
Activation event completed	High	Core feature used at least once
Usage frequency (last 7 days)	High	Active on 4+ of the last 7 days
Feature breadth	Medium	3+ distinct features used
Collaboration signal	Medium	1+ teammate invited
Recency	High (negative weight if stale)	Days since last login

Description: The signals that make up a trial health score, each with a real weight (High/Medium/Low) and a concrete example of what qualifies.

How to use it: Use as a starting model for scoring your own trial users' likelihood to convert, so Sales can prioritize outreach on the trials actually showing real usage.

The Trial Funnel Diagnostic

Stage	# Reached This Stage	# Advanced to Next Stage	Stage Conversion Rate
Signup			
Install / Initial Setup			
Configuration Complete			
First Basic-Feature Use			
Advanced-Feature Use			
Purchase			

Description: A blank stage-by-stage template for tracking where trial users actually drop off, from signup through activation.

How to use it: Populate with your own real trial data each cycle to find the exact stage where the funnel is actually leaking, instead of guessing.
