PENDO
MONIUM
2024

PENDOMONIUM 2024

Leveraging Pendo guides to improve the customer experience while driving revenue growth

Meet the team

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Growth Product Marketing Manager

Georgia Pesquera
Manager, Lifecycle Marketing

Agenda

Our journey today:

- **Intro to LastPass**
  - About our product & team
  - Challenges we face
  - How we use Pendo
- **Our use cases**
  - First Value Attainment
  - Driving revenue at scale
- **Closing remarks**
- **Q&A**

📍 First stop

Intro to LastPass

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What is LastPass?

Est. in **2008**

- **Password manager** for everyone, everywhere
- Easily **create**, **secure**, and **autofill** credentials from any device
- **16M** total users protected
- Product offerings for both **personal** & **business**

About Growth & Lifecycle Marketing

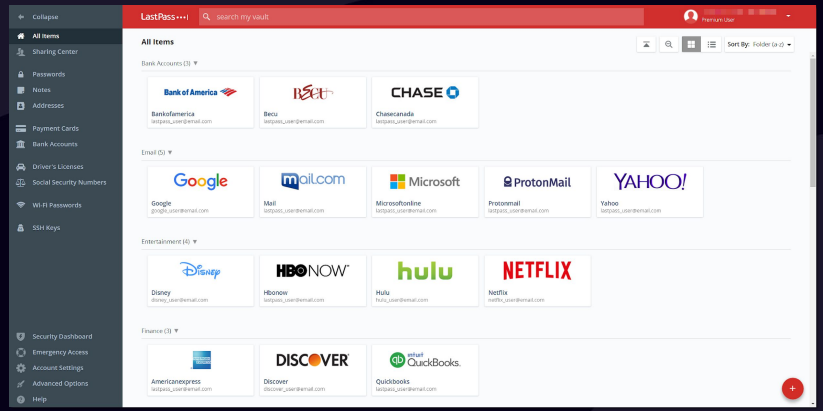
Goal: To **provide value** at all points of the customer lifecycle by creating the **best user experience** through touchpoints geared towards **driving user engagement** & **conversion**.

Method: Rapid experimentation

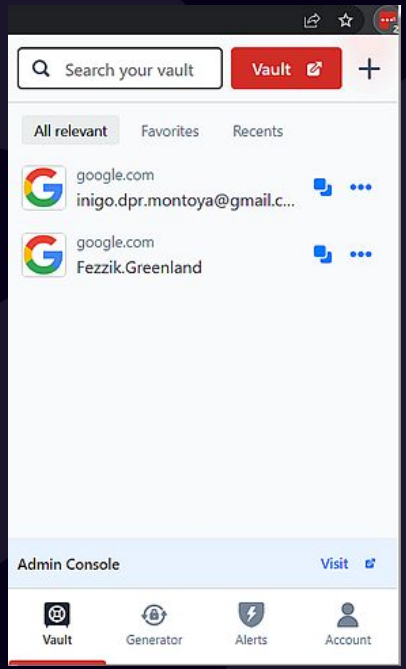
Channels: Email & in-product messaging

Partnerships: Product, Web, UX, & more

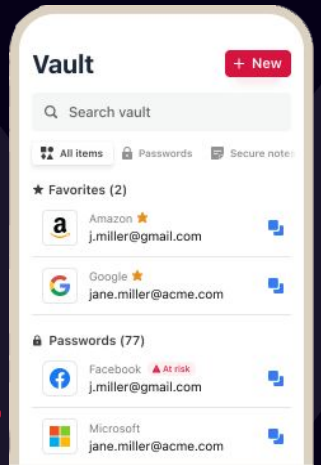
We operate on several platforms



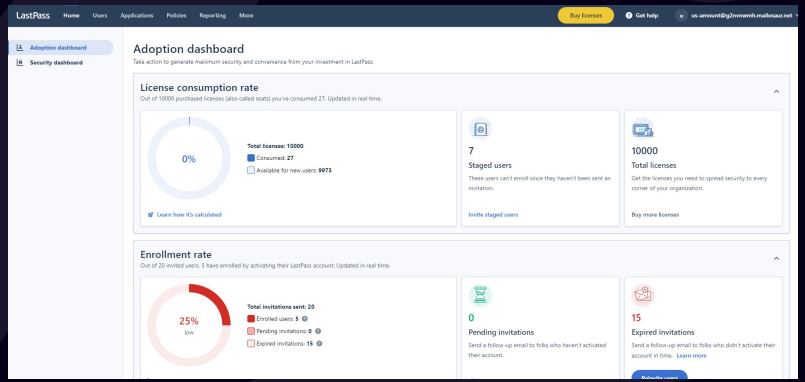
Web vault



Browser extension



Mobile app



Admin console

LastPass

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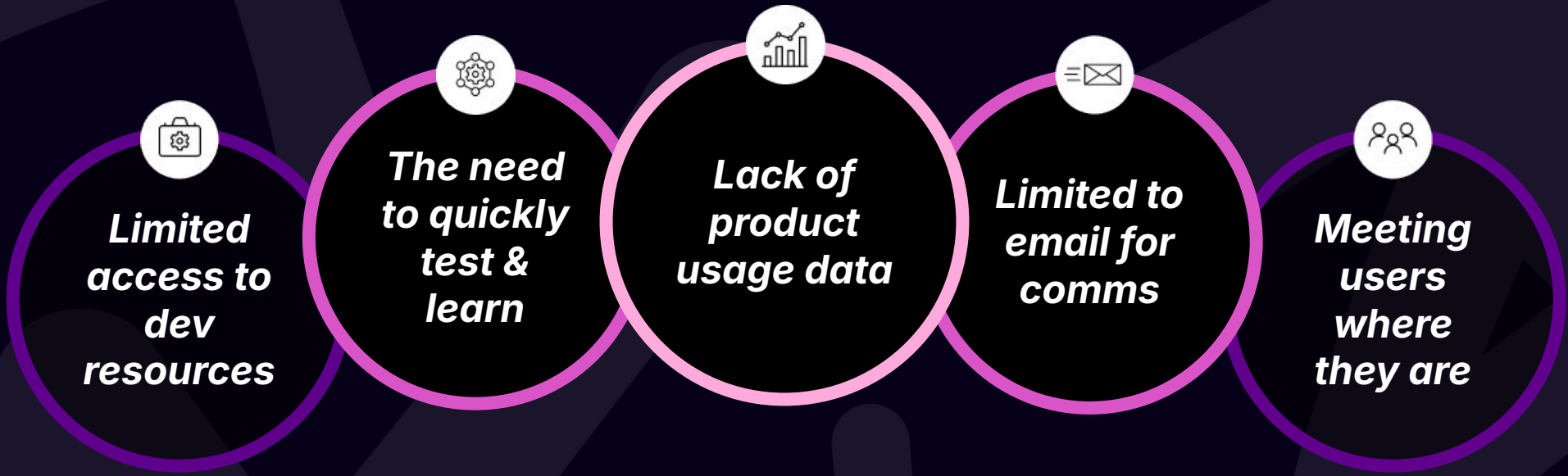
Challenges our team faces



How we currently use Pendo

Introduced **Pendo** in 2021

6 live applications
196 pages tagged
478 features tagged

80 active guides

6.85M MAU

We use **Pendo guides** across the user lifecycle

- New user onboarding nurture
- Drive feature engagement
- Upgrade & upsell messaging
- Experimentation
- Product announcements
- Surveys
- Webinar invitations

📍 Second stop

Driving first value attainment with Pendo guides

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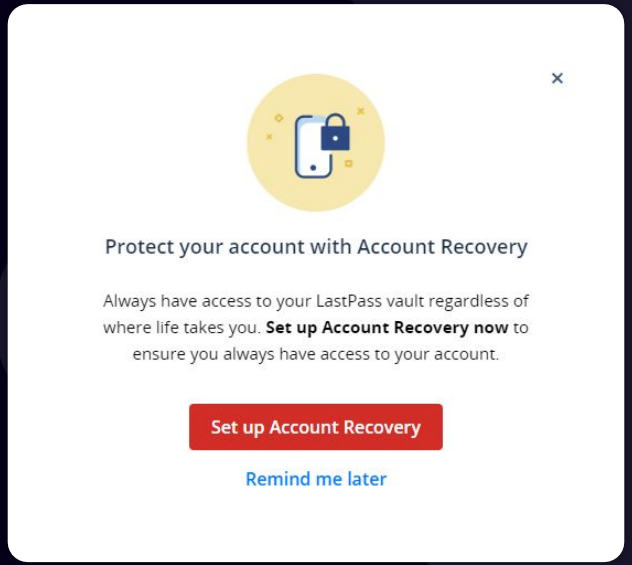
Onboarding our users with Pendo

Personalized journeys

Driving key "sticky" feature usage

Driving first value attainment (FVA)



Consumer onboarding

What is first value attainment?

This just made my life better

For LastPass – autofill passwords

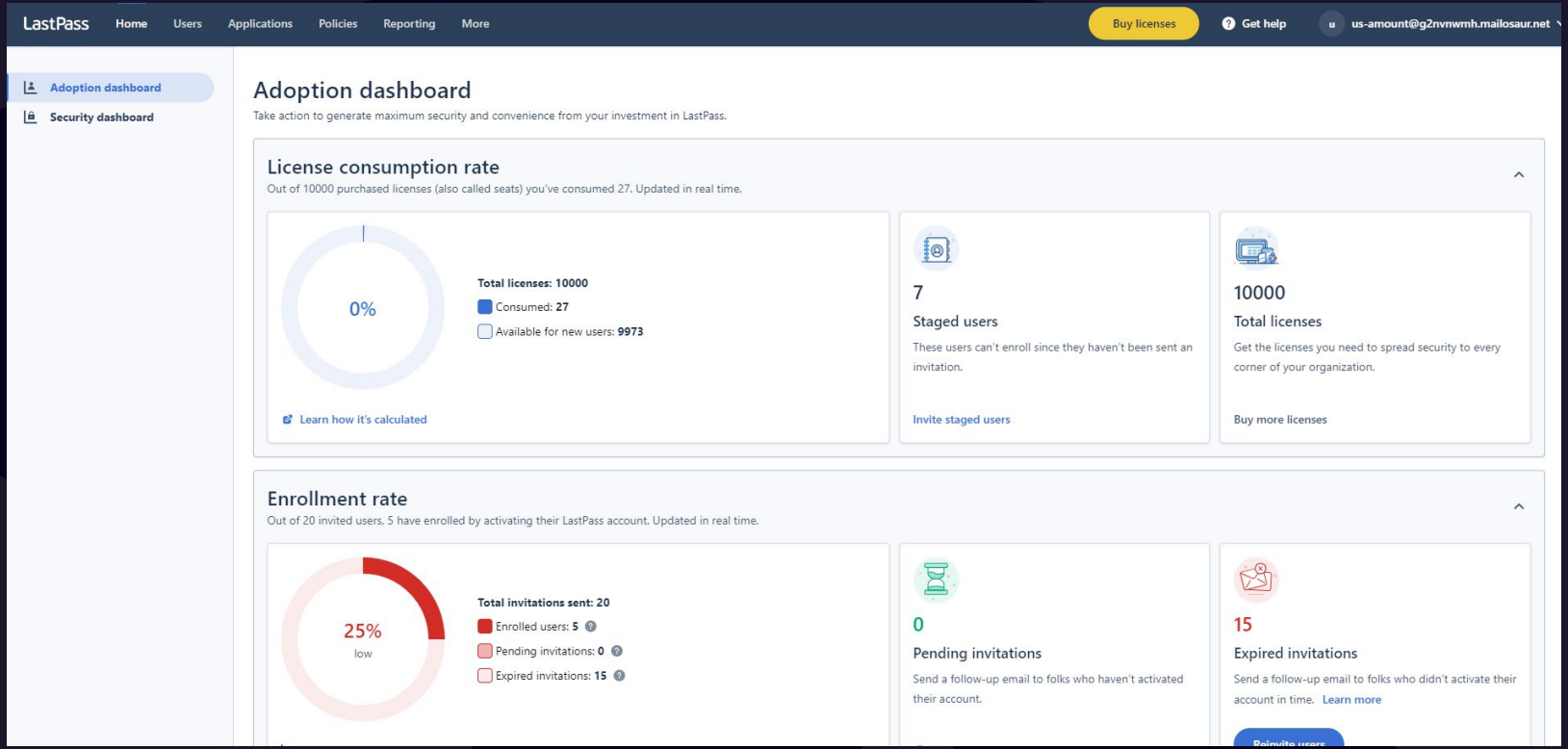
Those who reach FVA are 4X more likely to convert to paid

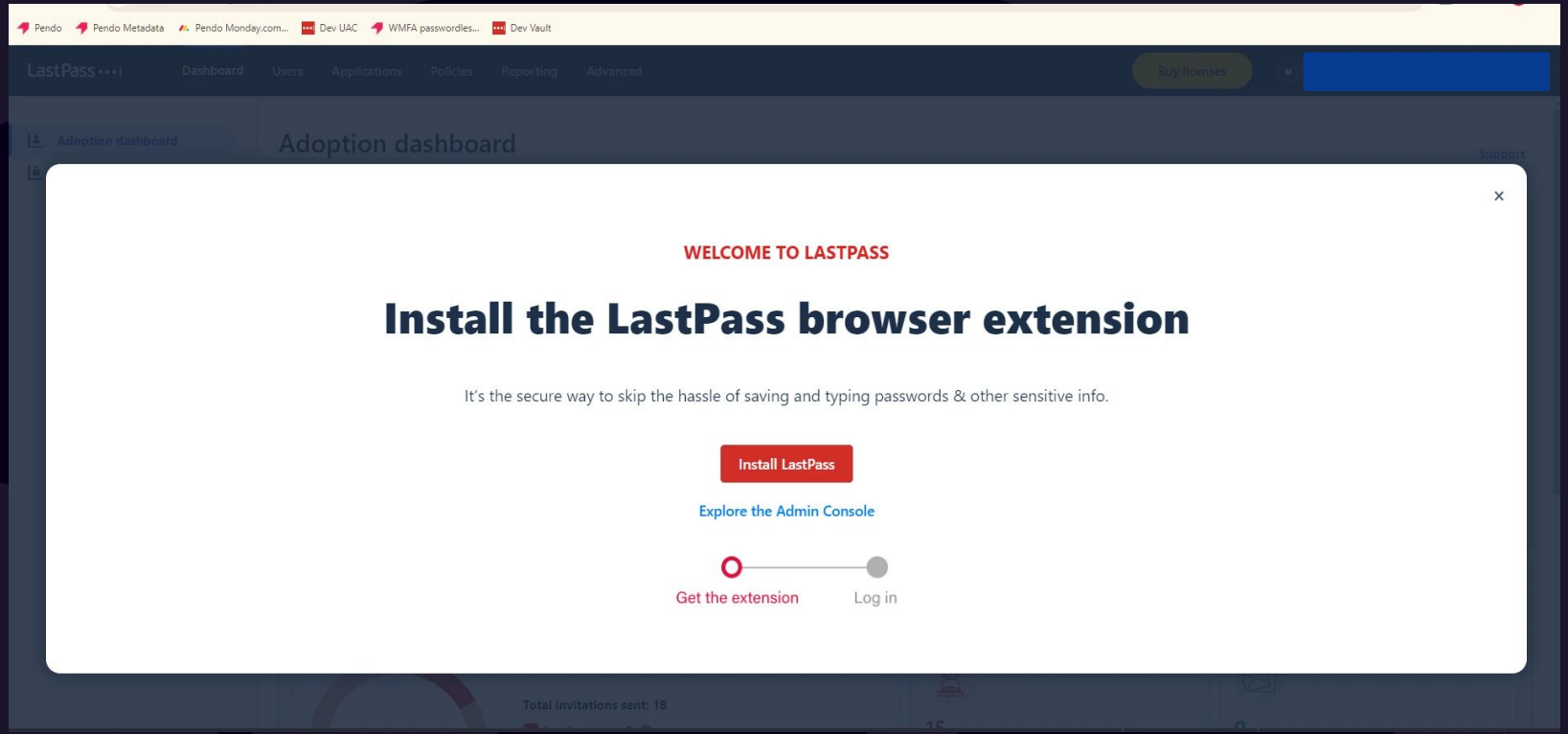
Our UX is not optimized to drive FVA

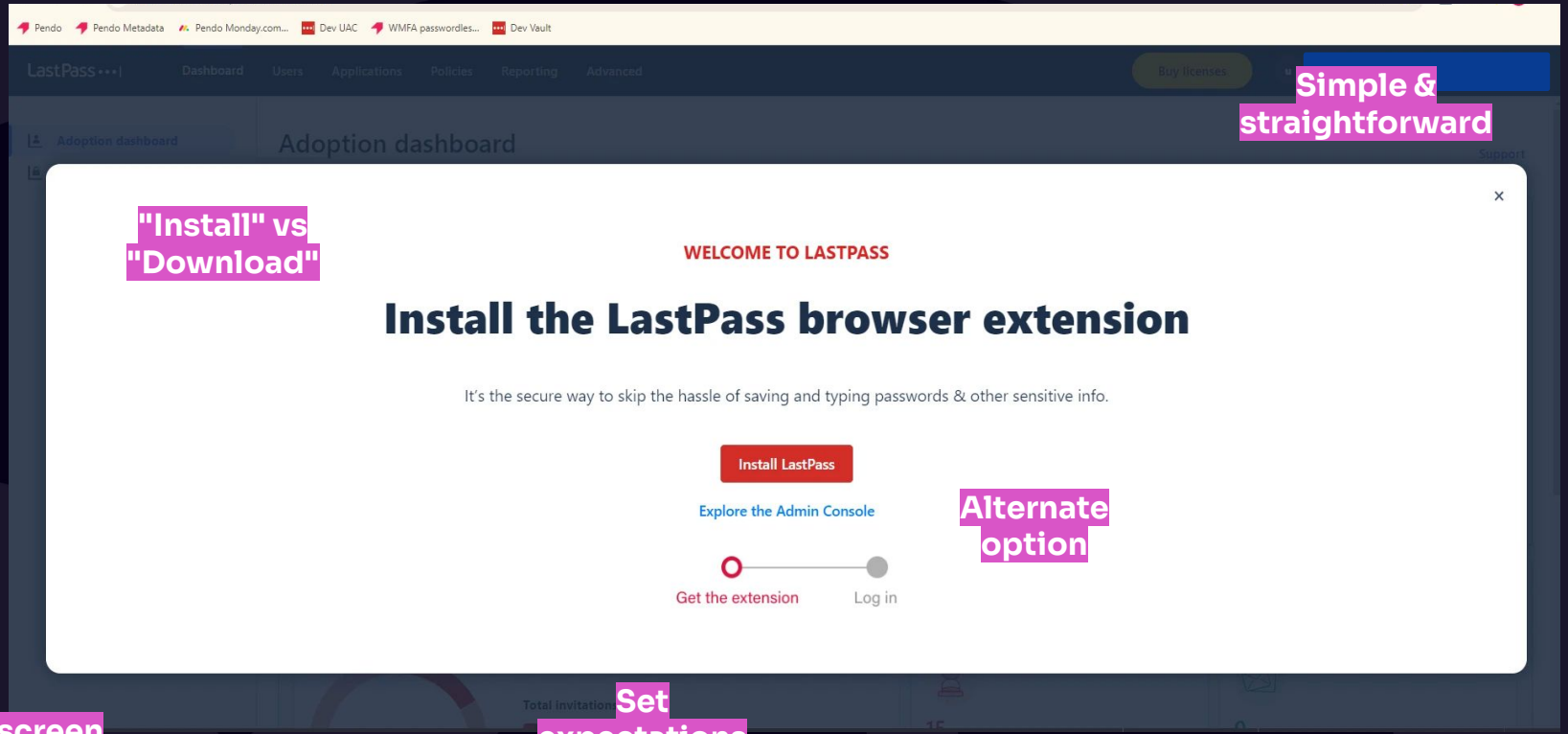
Problem: Business trial signup flow not directing users to the right product area to attain FV (autofill) + no guidance on how to get there

Solution:

- Use Pendo to welcome and guide users
- Drive actions that will lead to FVA


LastPass
Home
Users
Applications
Policies
Reporting
More
Buy licenses
Get help
us-amount@g2nvnwmh.mailosaur.net
Adoption dashboard
Security dashboard
Adoption dashboard
Take action to generate maximum security and convenience from your investment in LastPass.
License consumption rate
Out of 10000 purchased licenses (also called seats) you've consumed 27. Updated in real time.
0%
Total licenses: 10000
Consumed: 27
Available for new users: 9973
Learn how it's calculated
7
Staged users
These users can't enroll since they haven't been sent an invitation.
Invite staged users
10000
Total licenses
Get the licenses you need to spread security to every corner of your organization.
Buy more licenses
Enrollment rate
Out of 20 invited users, 5 have enrolled by activating their LastPass account. Updated in real time.
25%
low
Total invitations sent: 20
Enrolled users: 5
Pending invitations: 0
Expired invitations: 15
0
Pending invitations
Send a follow-up email to folks who haven't activated their account.
15
Expired invitations
Send a follow-up email to folks who didn't activate their account in time. Learn more


Pendo
Pendo Metadata
Pendo Monday.com...
Dev UAC
WMFA passwordles...
Dev Vault
LastPass
Dashboard
Users
Applications
Policies
Reporting
Advanced
Buy licenses
Adoption dashboard
Support
WELCOME TO LASTPASS
Install the LastPass browser extension
It's the secure way to skip the hassle of saving and typing passwords & other sensitive info.
Install LastPass
Explore the Admin Console
Get the extension
Log in
Total invitations sent: 18


Pendo
Pendo Metadata
Pendo Monday.com...
Dev UAC
WMFA passwordles...
Dev Vault
LastPass
Dashboard
Users
Applications
Policies
Reporting
Advanced
Buy licenses
Adoption dashboard
Adoption dashboard
Support
Simple & straightforward
"Install" vs "Download"
WELCOME TO LASTPASS
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Alternate option
Get the extension
Log in
Total invitations
Full screen
Set expectations

Results & takeaways

Control	22% FVA	11h 39m Time to FVA	4.76% Conversion
Test	32.8% FVA	4h 43m Time to FVA	6.45% Conversion
	+50%	*<½ time*	*+35.5%*

+$8,000

Results & takeaways

Using Pendo guides we were able to:

Validate our hypothesis

Save time & resources

Iterate & optimize

Drive KPIs & improve output metrics

📍 Third stop

Monetization through Pendo guides

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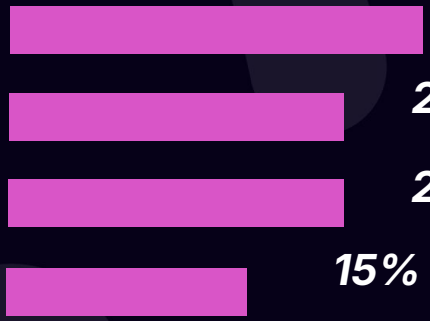
Pendo allows us to monetize at scale

Drives **$1M+** annual e-commerce revenue...



34% *promotions*

26% *cross-sell & upgrade touchpoints*

25% *winback campaigns*

15% *personalized onboarding nurtures*

...at an **80%** time savings compared to traditional channels

A deeper dive of promotions

Our toughest challenges...

- Extreme price sensitivity
- Lack of product usage data
- Meeting the customers where they are

...have become opportunities

- Controlled pricing at scale
- Plethora of product usage data
- Enabled in the product & ease of use

What we have achieved so far

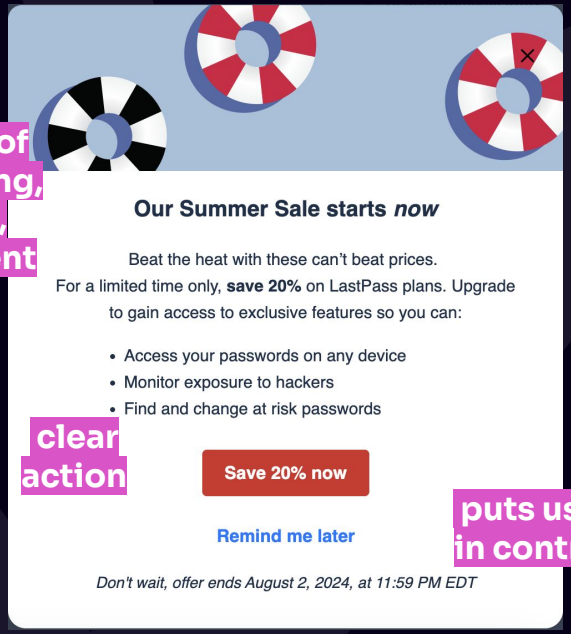
- **$2M**+ bookings, of which **Pendo** is a strategic revenue driver
- Ability to **quickly test** and **iterate**, helping us **define** our strategy and **know what works** for our customers
- Ability to **quickly execute** on monthly campaigns

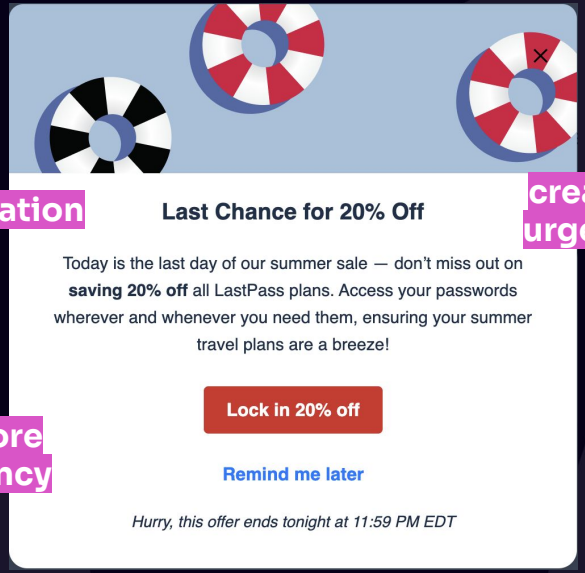
Driving revenue growth at scale

Our **Summer Sale**

- The **campaign**: Summer Sale
- The **goal**: Assist in driving 15% QoQ revenue growth
- The **tactics**: 4-touch cadence featuring personalized ‘seasonal’ messaging
- The **segmentation**: Trialers & Free Users, NA & EMEA markets
- The **playbook**: Incorporate learnings from prior experimentation - play into urgency, timing, placement, and product usage data

What makes these guides work





variety of messaging, timing, placement

clear action

puts user in control

personalization

& more urgency

creates urgency

The campaign results & takeaways

Drove **$65.4K** bookings | **28.6%** total campaign revenue

Second-highest contributing channel behind web

Product-usage data was the key to unlocking high engagement

935K First time views	**1.5M** Total views	**3.71M** Eligible Visitors
1.2% Click-thru rate	**84.5%** Snooze rate	**0.19%** Conversion rate

📍 Last stop

Closing remarks

A few final thoughts

- We use **Pendo guides** across all parts of the lifecycle to **improve our customer experience** & **scale revenue growth**

- This presents constant opportunities to **test**, **learn**, and **drive business outcomes**

- **Looking ahead at upcoming experiments**
  - *Scaling bookings through incentivized upgrades*
  - *Further personalizing promotions*
  - *Testing guide formats across various audiences and message types*

Q&A