

	Discover		Start	Activate	Convert	Scale
Metric(s)	Avg % Traffic from Organic	Avg % Traffic from Product	Website to Signup Rate	Activation Rate	Free-to-Paid Conversion	Net Dollar Retention
Free Trial	44%	6%	5% [2% - 15%]	20 - 40% Varies significantly based on the activation metric definition and product experience	10% [5% - 25%]	100 - 150% Varies significantly based on target customer and single-player vs. multi-player focus
Freemium	46%	8%	9% [3% - 20%]		5% [2% - 10%]	
How to Optimize	Drive virality, leverage product superpowers		Nail first impressions	Focus on delivering value	Apply sales pressure selectively	Engage with product-qualified accounts

*Activation rates are highly dependent on how users enter and interact with your product. Check out the Activate section to understand where your product stacks up.

Data Format:
50th percentile
 [25th percentile – 75th percentile]

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