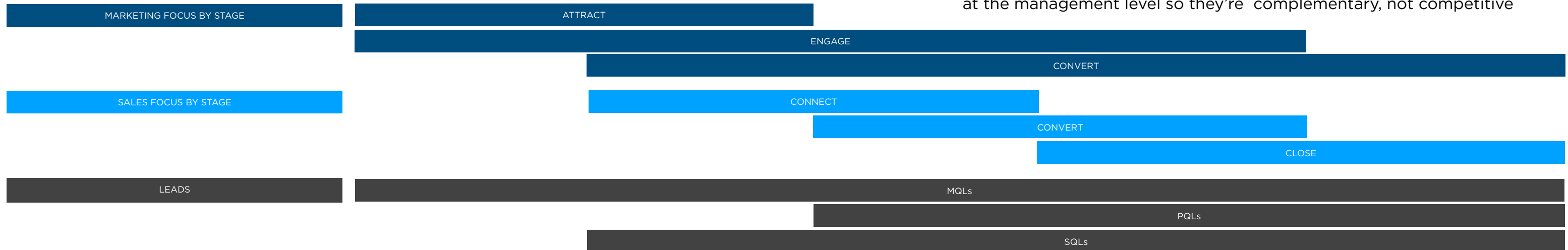
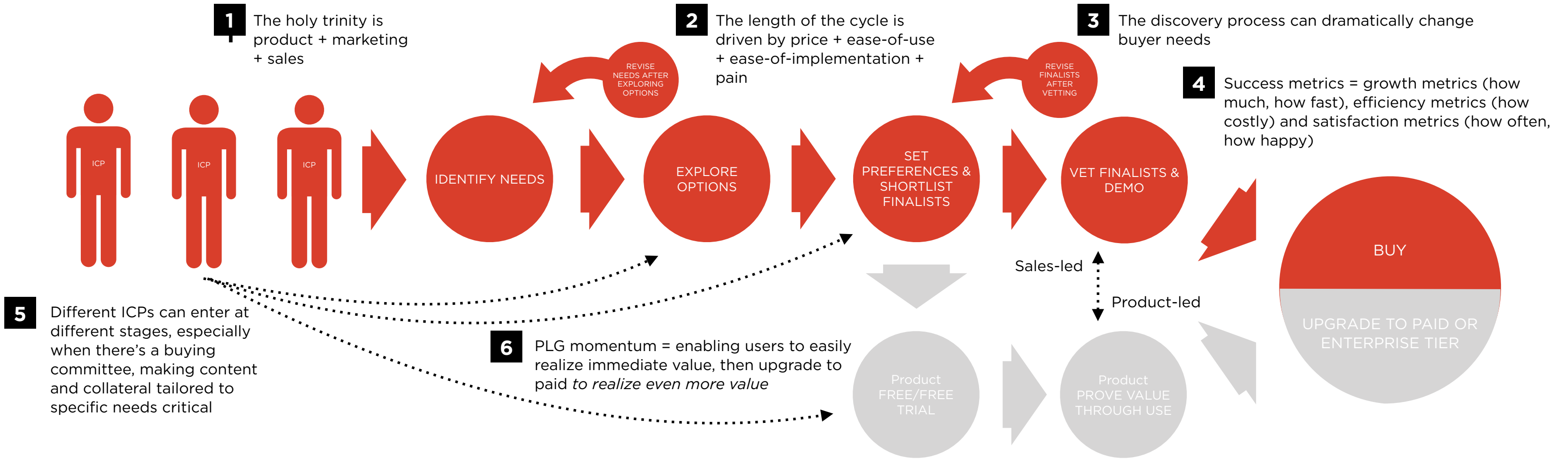


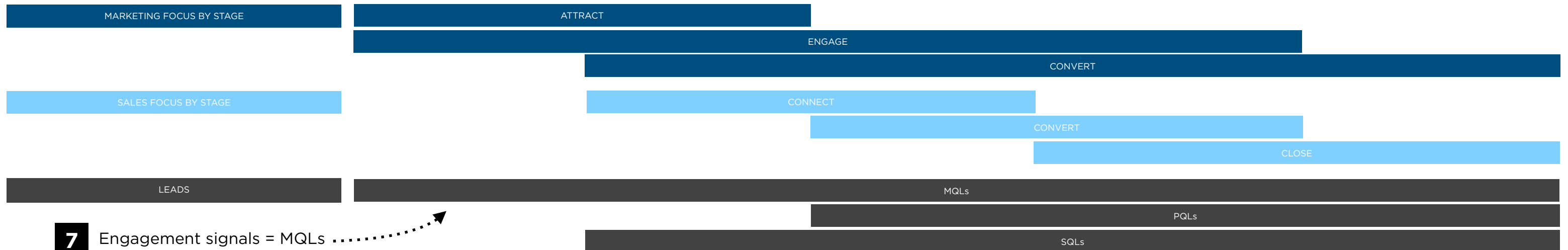
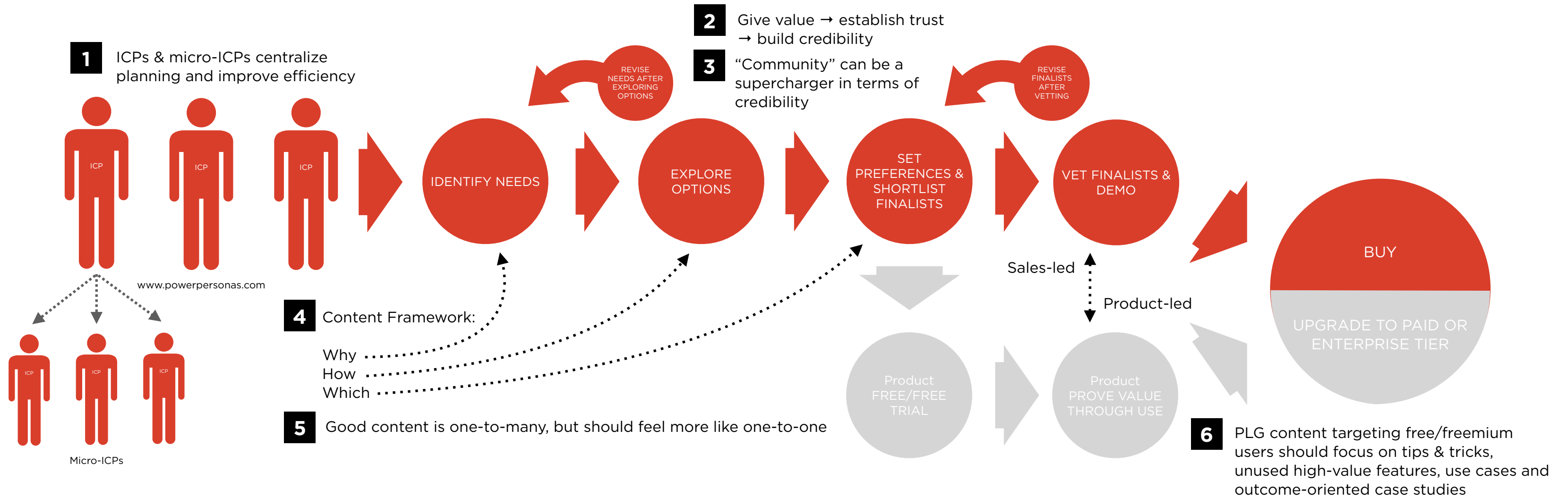
SaaS Customer Journey – Key Insights



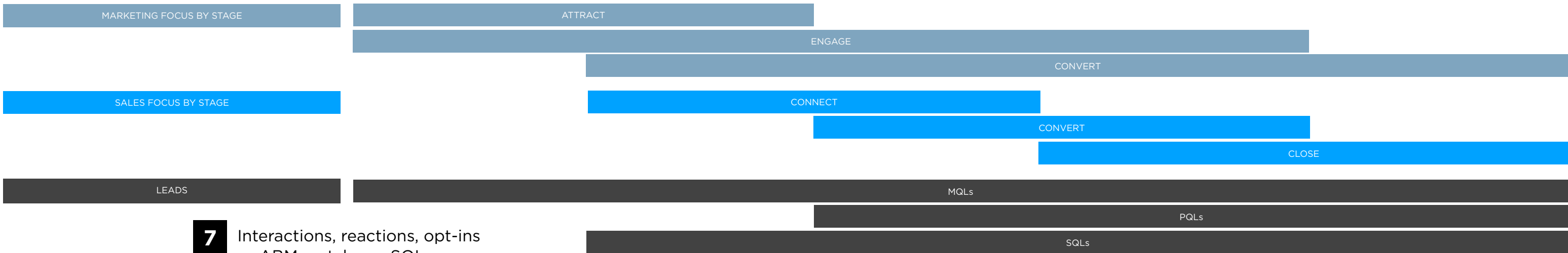
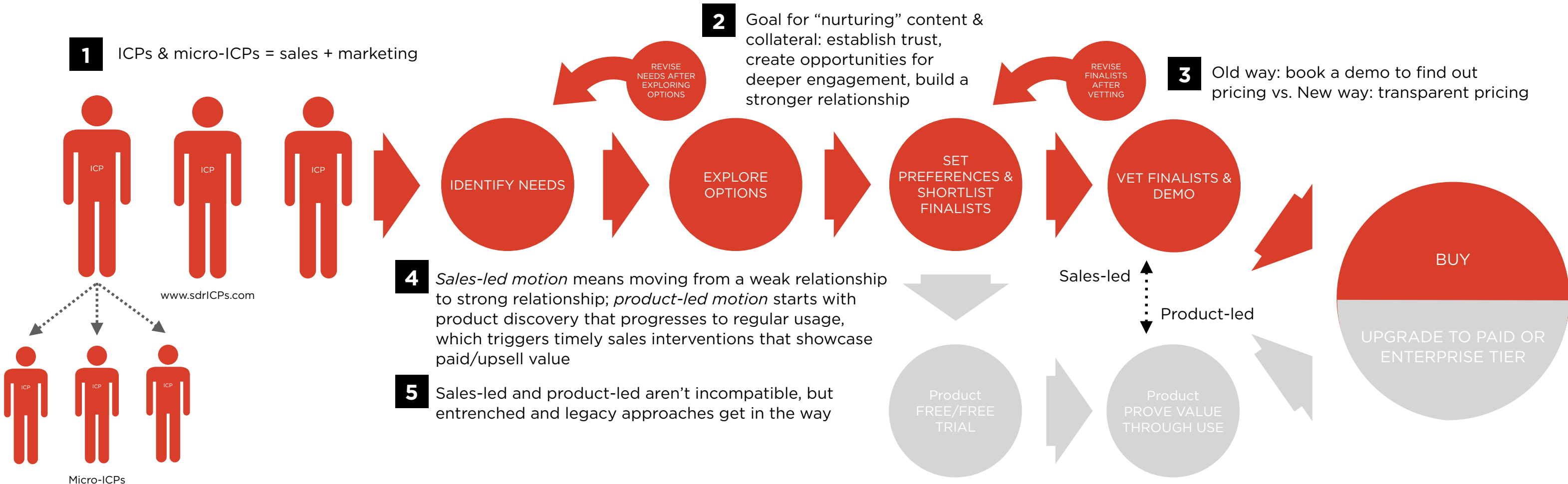
8 MQLs, PQLs and SQLs should topple like dominoes



SaaS Customer Journey – Marketing



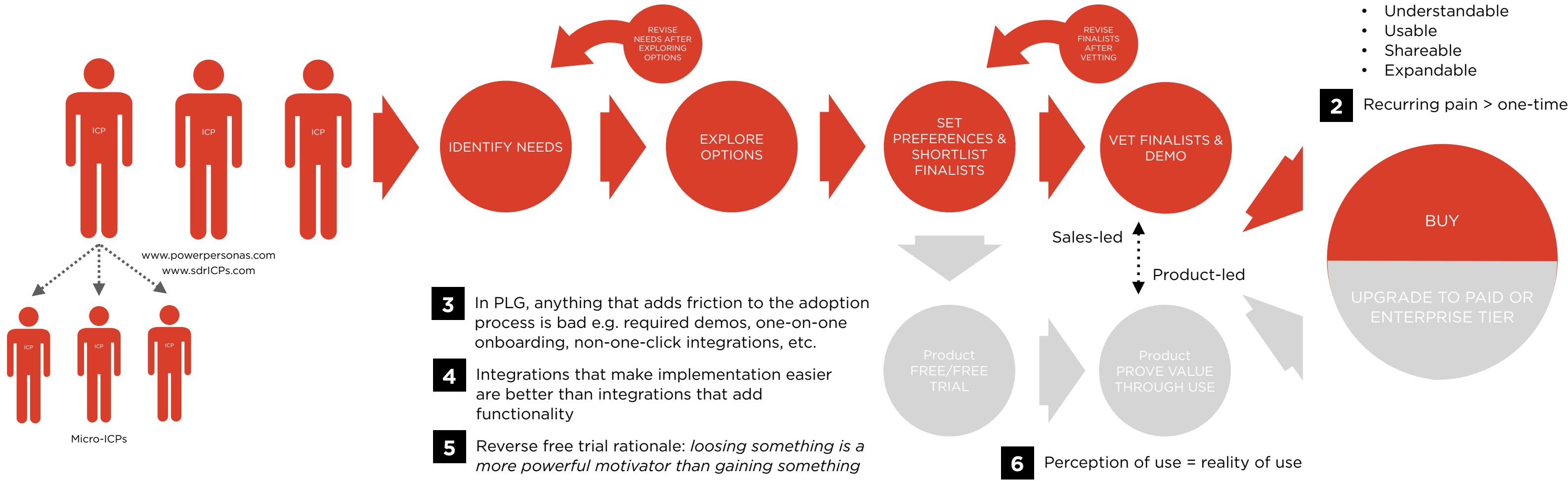
SaaS Customer Journey – Sales



7 Interactions, reactions, opt-ins or ABM matches = SQLs



SaaS Customer Journey – Product

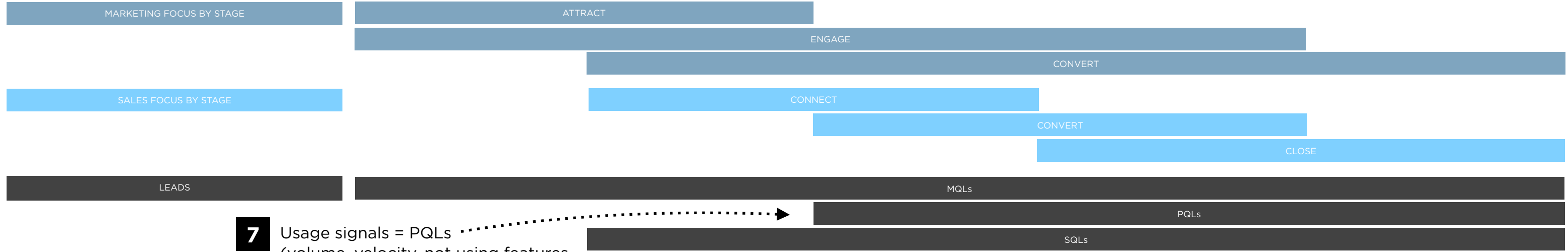


- 1** PLG product ideals:
- Discoverable
 - Understandable
 - Usable
 - Shareable
 - Expandable

2 Recurring pain > one-time pain

- 3** In PLG, anything that adds friction to the adoption process is bad e.g. required demos, one-on-one onboarding, non-one-click integrations, etc.
- 4** Integrations that make implementation easier are better than integrations that add functionality
- 5** Reverse free trial rationale: *losing something is a more powerful motivator than gaining something*

6 Perception of use = reality of use



7 Usage signals = PQLs (volume, velocity, not using features, ID-ing clusters of users within the same organization, missing integrations, helpline interactions, etc.)



SaaS Customer Journey

