

## Top 5 Tips

01

### SIMPLE AND CONCISE UPSELL MESSAGE

Example:

*"Guess what, you can make White Noise play as long as you want! By default, the sound will automatically turn off after an hour, but with our Premium Subscription you get enhanced sound quality and unlimited hours of music. Would you like to learn more?"*

02

### ONE CLEAR CALL-TO-ACTION

Example:

*"You've got a free 7-day trial to Music Hunter Premium waiting for you! Let's claim it now to unlock 100 additional Music Hunter clues, get access to previously unavailable weekend events, and catch up on games you miss. Would you like to get started?"*

03

### NATURAL TRANSITION TO THE UPSELL

Example:

*"Mixing content together requires Premium membership. Premium membership unlocks the entire Sleep Sounds library of sounds, stories, journeys, and meditations, 10-hour sound loops, premium audio quality, and the ability to mix any sound with any other sound or narration. It even works with the Sleep Jar app on Android and iPhone! Do you want to try it?"*

04

### DIFFERENTIATE BETWEEN PREMIUM AND FREE EXPERIENCE

Example:

*"Welcome to Calm My Dog. The standard skill plays relaxing music to keep your dog company. The Premium version allows you to treat your dog to an enhanced calming experience with the following added features: Premium sound quality, and enhanced looping (every 3 hours instead of every 1 hour) for increased variety. It allows your dog to remain relaxed for longer and provides company whilst you are away. Do you want to hear more about it?"*

05

### COMMUNICATE PRESENCE OF A FREE TRIAL

Example:

*"You've got rewards waiting for you! Let's start your free trial so you can unlock 25 exclusive playlists like 2000s Rap and 70s Classic Rock! Would you like to start your seven-day free trial?"*