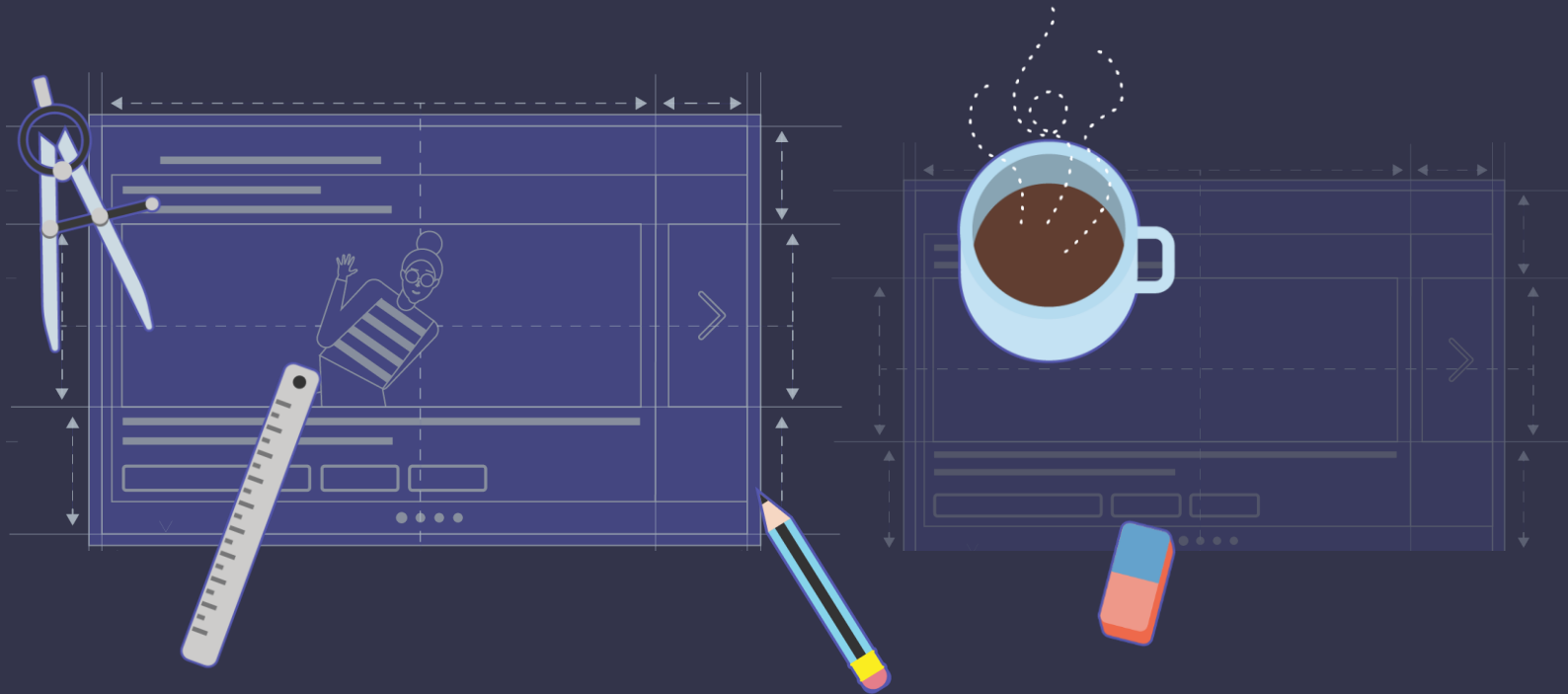# Best Practices

To Monetize your apps

Microsoft Teams Ecosystem

1. Have a Freemium pricing plan

Partners who have a business model where they allow limited use of their app before requiring payment (freemium) are the most successful at monetizing their app on Teams. Bring this pricing plan into Teams and to see a high conversion to paid users.

Search or enter web address

Most popular

$10 /month

Basic license

Our freemium plan - ideal for companies getting started on their business journey

✓ Secure your customer usage

✓ View basic analytics

✗ Up to 350 customer profiles

✗ Custom network name

Start 30-Day Free Trial

$55 /month

Social License

Unlimited analytics, plans, demographic insights. All you need to grow-up your business

✓ Secure your customer usage

✓ View basic analytics

✓ Up to 350 customer profiles

✗ Custom network name

Buy Now

$99 /month

Marketing License

Unlock powerfull time-saving tools for creating email delivery and collecting marketing data

✓ Secure your customer usage
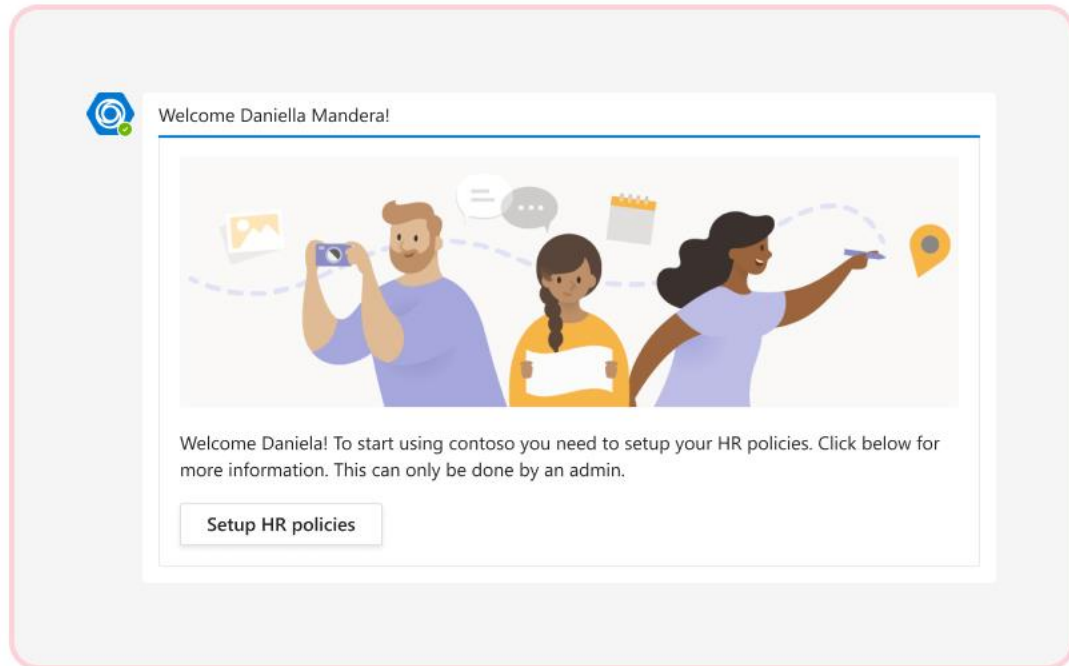
✓ View basic analytics

✓ Up to 350 customer profiles

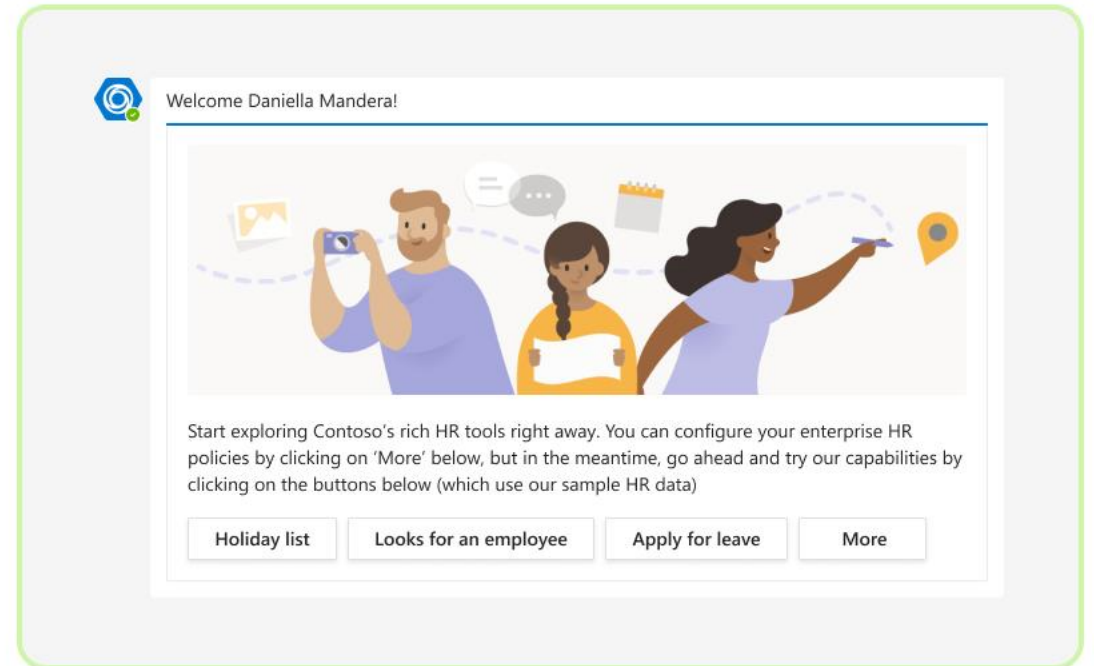✓ Custom network name

Buy Now

2. Have a 'Zero-Setup' mode

Partners that allow individual users to easily evaluate their apps are most successful at monetizing on Teams. If your app needs prior setup & configuration, consider creating dummy data that will allow users to see the full capabilities of your app even without any setup.

You can always nudge them to complete setup once they have seen all the amazing things your app can do!

Welcome Daniella Mandera!

Welcome Daniela! To start using contoso you need to setup your HR policies. Click below for more information. This can only be done by an admin.

Setup HR policies

Welcome Daniella Mandera!

Start exploring Contoso's rich HR tools right away. You can configure your enterprise HR policies by clicking on 'More' below, but in the meantime, go ahead and try our capabilities by clicking on the buttons below (which use our sample HR data)

Holiday list   Looks for an employee   Apply for leave   More

❌ **Don't: Avoid asking new users for complex setup**

✅ **Do: Enable new users to start interacting with your app**

Contoso | Chat | Your tasks | About

Start exploring Contoso's rich HR tools right away. You can configure your enterprise HR policies by clicking on 'More' below, but in the meantime, go ahead and try our capabilities by clicking on the buttons below (which use our sample HR data)

| Holiday list | Looks for an employee | Apply for leave | More |

Know more about Contoso on Microsoft Teams

Setup HR policies

Type a new message

3. Allow freemium use in Teams

Allow users to experience your app in Teams for a limited time-period or limited functionality free of charge. Get them to engage with your app and experience all the great features so they're convinced they would want to pay for this.

App evaluation

Contoso 08:00 AM

Welcome Megan!

Start exploring Contoso's rich HR tools right away. You can configure your enterprise HR policies by clicking on 'More' below, but in the meantime, go ahead and try our capabilities by clicking on the buttons below (which use our sample HR data)

| Holiday list | Looks for an employee | Apply for leave | More |

Contoso 08:00 AM

Welcome Megan!
To start using contoso you need to subscribe to one of our plans

Social Free for student
Best choice for individuals
$55 Buy now >

Marketing
Small businesses and freelancers
$99 Buy now >

Professional
Agencies and developers
$159 Buy now >

✓ Do: Allow freemium use

Allow signed-in users to experience your app in Teams for a limited time-period or functionality free of charge
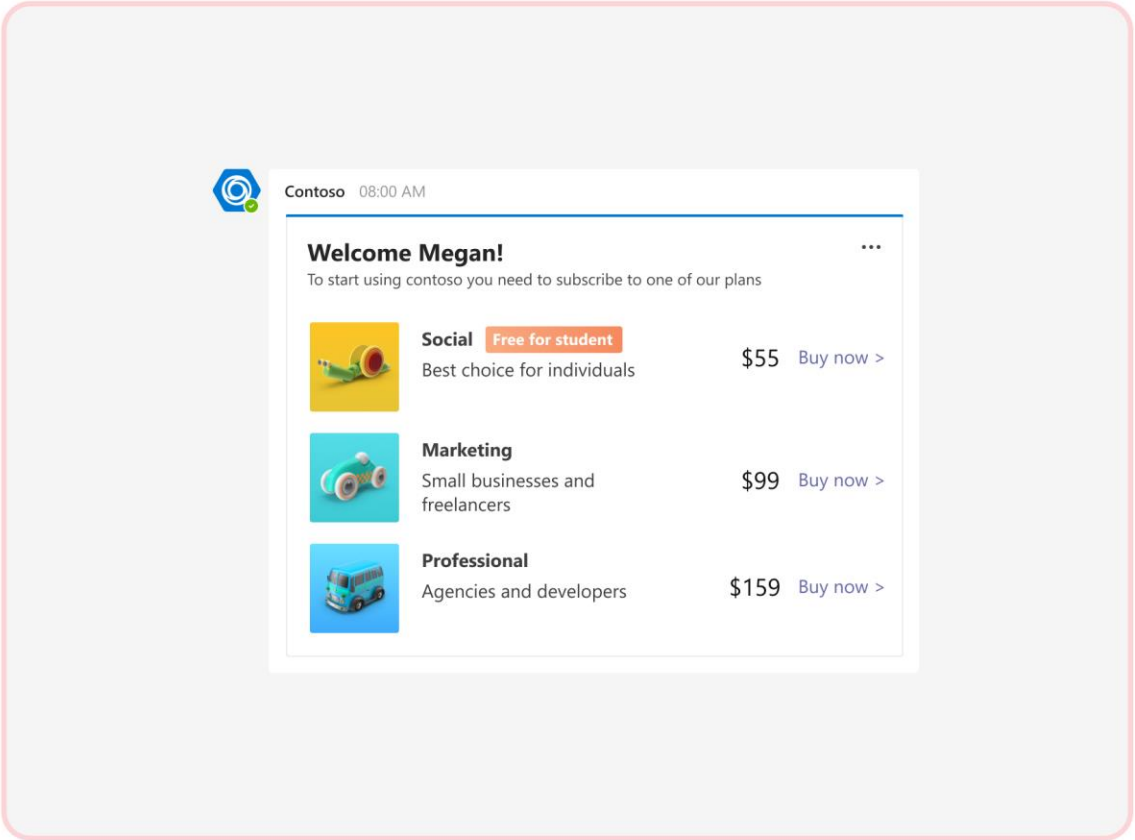
✗ Don't: Block with a Paywall

Do not block users with a paywall as soon as they sign-in

4. Add a 'My plan' section

Add a 'My Plan' section in the Settings tab of your Personal app. This is the best way for users to see their existing plan and options to upgrade right inside Teams.

Contoso

Chat Your tasks **Settings** About

Profile

Name
Miguel Silva

Email address
miguel.silva@microsoft.com

Date of birth
20/11/1992

Country or region
India

Cancel   Save

My plan   Upgrade plan

Basic license 30-day free trial
$10 / month after trial

Our freemium plan - ideal for companies getting
started on their business journey

5. Upgrade reminders - Notifications

Remind users to upgrade as their free trial approaches its end. You can send bot notifications in a 1:1 chat with a user at an appropriate frequency. Example – 5 days left, 3 days left, etc.

Contoso

Chat Dashboard About

Contoso 08:00 AM

Only 3 days left for your free trial!
To continue using contoso you need to subscribe to one of our plans

Social Free for student
Best choice for individuals $55 Buy now >

Marketing
Small businesses and freelancers $99 Buy now >

Professional
Agencies and developers $159 Buy now >

Activity

Chat

Teams

Calendar

Files

Contoso

Store

Type a new message

6. Upgrade reminder - Emails

In addition to sending notifications in Teams, also send email notifications to users reminding them to upgrade.

30-day trial expires in 2 days Inbox ✕ Team ✕ ➡ 🖨 ↕

Michael Houston Mar 21, 2021, 11:18 AM ☆ 🗑 ⋮
to me ▾

Hello Sam,

I just wanted to inform you that your trial expired in 2 days.

Click here if you're rady to activate the subscription. If you need more time, then reply to this email for extension.

Regards,
Michael Houston
Branch Manager, Inside sales

Looking forward to it!   **You're welcome!**   **Same to you!**

↩ REPLY   ➡ FORWARD

7. Create a SaaS offer for your Teams app

You can create a monetized SaaS subscription for your Teams app directly through Partner Center. Doing so enables Teams Admin users to manage mulit-user purchases & upgrades at an enterprise level.

[Learn more about creating SaaS offers](#)

Dashboard

Teams

Devices

Locations

Users

Meetings

Messaging policies

Teams apps
- Manage apps
- Permission policies
- Setup policies
- Customize store

Voice

Policy packages

Analytics & reports

Org-wide settings

Planning

Call quality dashboard

Manage apps \ Contoso

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Status ⓘ
🔘 Allowed

Version
1.2.1

By using this app, your users agree to the Privacy policy and Terms of use.

About | Permissions | Settings | **Plans and pricing**

Contoso - task management app

For more information, Learn more.

Purchase now

3 plans in this offer.

Plan	Description	Monthly price	Annual price
Basic	Our freemium plan - ideal for companies getting started on their business journey	USD 10.00/user	USD 100.00/user
	This plan includes: • Secure your customer usage • View basic analytics		
Social	Unlimited analytics, plans, demographic insights. All you need to grow-up your business	USD 55.00/user	USD 550.00/user
	This plan includes everything in Basic plan: • Secure your customer usage • View basic analytics • Up to 350 customer profiles		
Marketing	Unlock powerfull time-saving tools for creating email delivery and collecting marketing data	USD 99.00/user	USD 990.00/user
	This plan includes:		

Thank you