Test Drives
Allow your customers to try before they buy

Why add a test drive to your listing?
Test drives work for you
• Get highly qualified leads. Customers who try out your product are demonstrating a clear intent to buy a similar solution. Use this to your advantage by following up with more advanced leads.

Your customers benefit, too
• Reduce friction. Reduce the friction of the purchase process for customers by allowing them to try your product first.
• Zero configuration. The test drive is pre-provisioned – customers don’t have to download, set up or configure the product.

Test drive top tips
Time your test drive.
• Walk through your test drive from start to finish while running a timer. Assume your customers will take twice the timed duration, as they will be experiencing it for the first time.

Build a visual test drive experience.
• Use charts and dashboards on an example website to share a more visual experience with your customers.

Media promotion best practices
• Referral page and social media: make sure you have a page that promotes your test drive as part of your website, and schedule posts across your social media channels to promote the test drive.
• Blogs: your blog presents a unique opportunity to talk about what makes your test drive stand out and how your customers can benefit from the test drive’s features. Include a link to your test drive within the blog itself.
• Email marketing: reach out to prospects who have shown interest in your offerings by telling them about the test drive and how they stand to benefit from it.
• Sales training and tools: train your sales team to demo the test drive experience and create a few ways in which they can engage their leads and customers with it. This allows the sales team to do demos and then send their leads links to test drives as follow up.
• Trade shows and conferences: the test drive can be leveraged when you have a booth at a trade show. It’s a great way to engage prospects by allowing them to demo your product at the booth.

How to set up a test drive

Azure Resource Manager (ARM) test drive
1. Design the desired customer experience in a flow chart.
2. Decide which resources are needed to accomplish the experience (D365 instance, or a website + a DB, etc.)
3. Build the design locally and test the experience.
4. Package the experience in an ARM template deployment and define the resources used as input parameters and the variables and outputs that are given to your customer.
5. Set subscription limits/calculate usage ROI.
6. Publish, test and go live.

Microsoft Hosted test drive (D365 only)
1. In the publishing portal, navigate to an existing offer or create a new offer.
2. Select the Test Drive option from the side menu.
3. Provide the fields in the ‘Details’ section.
4. Grant AppSource permission to provision and deprovision Test Drive users in your tenant using the instructions located here.
5. Provide the fields required in the ‘Technical Configuration’ section.

Logic app test drive
1. Login to your Azure management portal.
2. Create a new tenant in AAD (if not available already).
3. Register an application in Azure.
4. Add the application as a contributor on the subscription.
5. Add the app to Dynamics 365 for operations in order to enable the app to manage users.