

## Thanks for Using Our Service... Here's an Extra 10 Days on Us!

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Recently, while demonstrating a service, upon login of the service, I got a message, "Thanks for using our service! Here's an extra 10 days on us. Just fill in your phone number here...."

Ohhhh.... I like that! Talk about leading down a path to further engagement. Talk about baiting a hook.

The service allowed to sign up for free. Then an extended time is traded for further information.

Once you provide the additional information, you get:

"Congratulations! You now have 10 extra days for free access to:

- feature 1
- feature 2
- feature 3
- feature 4"