

THINKIFIC +

Evaluation Guide

June 2021

The information in this book is intended to educate and showcase the power and ease of use the Thinkific + platform is and how instrumental it is to helping you grow and scale your business. If you have any questions feel free to reach out anytime and talk directly to one of our pros.

BOOK A CALL



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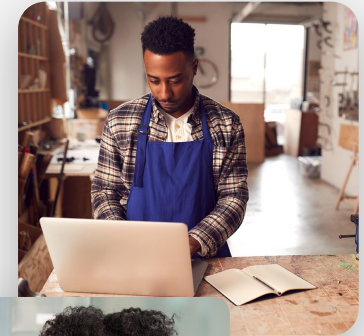
Helping business owners scale and grow their businesses.

Intro

At Thinkific, we've helped more than 50,000 course creators world wide, create, market, and sell online courses. Together, they've earned more than \$650M*. Over the years, we've learned what you are *actually* looking for in an online learning platform - an easy-to-use, customizable software that you can depend on, from a company that you enjoy working with.

Navigating the online learning industry can be challenging and determining which platform to purchase is just the beginning. This guide is here to help you determine if Thinkific Plus is the right fit for your company. Whether you're scaling your business, training your employees, educating your clients or customers, or informing industry partners, we are here to help you succeed.

*Figure based on direct platform sales plus estimated course sales via off platform payments processors. Listed in \$USD.



What is Thinkific Plus?

Thinkific Plus is an all-in-one online education platform at scale, designed specifically for mid-size companies.

Engineered on the back of the Thinkific platform, Thinkific Plus offers a top tier, white glove solution for companies looking to drive their business forward without the hassle, long timelines, and clunkiness of legacy learning management systems (LMS). Our agile, scalable software enables businesses to create unique learning experiences that your customers, partners, and employees will love.



Who is Thinkific Plus for?

Thinkific Plus is built for enterprise and designed for entrepreneurs. We know how important your students are to your business and that is why improving the learner experience is at our core.

We want to enable you to run your business efficiently, no matter the size of your team, your level of expertise, or your use case.

Built for enterprise and designed for entrepreneurs.



Thinkific Plus is for businesses that:

- Have specific technical and/or customization requirements or need unlimited user roles
- Have advanced security and/or compliance needs
- Want dedicated one-on-one support, migration support, and long-term account management
- Support a high volume of students or sales
- Require unlimited or advanced administrative roles
- Sell B2B or are planning to expand their successful B2C business into B2B sales
- Offer their courses as a complimentary value-add or sell courses as a sustainable revenue stream
- Want an easy-to-use, affordable, and quick to implement solution
- Have outgrown other Thinkific plans

The possibilities are endless and we've got you covered.

Discover some of the ways our clients use Thinkific Plus:



Customer Experience

Accelerate your customer success with customer training at scale. Improve customer onboarding, increase product adoption, and reduce churn rates with a scalable, customizable customer training program.



Revenue Generation

Grow your online training business with no limitations. Build scalable programs on the most robust course builder and e-commerce solution. Diversify your audience, reach more students, and power your education empire with the best tools.



Employee Education

Create unique employee experiences with thoughtfully designed and brand immersive learning pathways to support your team's onboarding, growth and development.



Lead Generation

Transform leads into brand advocates by providing high value education at every stage of the funnel. Differentiate your brand with engaging education content that brings in new leads.



Partner Education

Improve onboarding your channel partners and resellers with a thoughtful education program that helps drive sales. Keep them up-to-date and informed as you continue to grow.

//

One of the most important takeaways from the partnership with Thinkific Plus was how it inspired us to rethink our approach to partner education and training in general. Leveraging the tools inside of Thinkific Plus has been a paradigm shift for us and the way we look at educating partners, employees, and customer-facing audiences.

//



Philip Michieli

Curriculum Developer, [Keap](#)

Thinkific Plus includes everything you need to scale:

- Full video & content hosting
- Built-in content creation tools
- Student course reviews, discussions, and surveys
- Unlimited courses
- Immersive learner experience
- Control over content
- Access to all lesson types: presentation slides, audio, video, PDF, text, quizzes, assignments, and live lessons with Zoom.
- Ability to create free, paid, or time-limited courses
- Multiple Thinkific environments
- Advanced security and legal compliance
- Email white labeling
- Course specific branding
- Plus API and webhooks
- Single Sign On (SSO)
- Salesforce integration
- Dedicated Customer Success Manager (ongoing support)
- Launch Preparedness Review and much more!



Grow your team
with immersive
onboarding.

Legacy enterprise LMS is broken.

Traditionally, legacy enterprise LMS providers required long and tedious implementation timelines, huge internal project scope, and a big budget.

Now, as businesses of all shapes and sizes are looking to incorporate online education, this outdated framework is not feasible or practical. That's where Thinkific Plus comes in.



Thinkific Plus

Not your average LMS

Time and time again, our customers use one phrase to describe their experience with us: **easy**. Our intuitive, user-friendly platform enables you to get your courses up and running quickly.

Unlike traditional platforms, Thinkific Plus focuses on the learner experience, agile development, quick time-to-value, and keeping the control in your hands (where it belongs).



Feature	Thinkific Plus	Generic Legacy LMS Provider
Time to value	Fast to launch, custom migration plans, ongoing check-ins and opportunities for product feedback	Average migration and launch time of 6-12 months
Support	Dedicated Customer Success Manager with direct phone and email support, access to comprehensive Knowledge Base	Account management and implementation support available
Learner experience	Intuitive, user-friendly, and engaging. Multiple lesson types, ability to add applications to create a unique experience, community discussions available.	Hard to navigate, traditionally built for internal employees and lacks external facing functionality, some built in gamification available.
User experience	Easy-to-use, seamless integrations with third party applications, minimal learning curve, comprehensive onboarding support and training available, unlimited administrative users.	Clunky user experience, steep learning curve, internal training often required
Flexibility	Drag and drop course builder, editable courses allow for ongoing changes, ability to duplicate courses, email and site white labelling.	Changes aren't easy to implement on live courses, course duplication is difficult
Customization	Access full HTML and CSS, advanced API and webhooks, SSO	SCORM compliant, some advanced customization available, SSO available
E-Commerce	Sell courses directly through Thinkific, support payments through Stripe, PayPal, etc	Ability to support payments, often through third party integration/add on
Third party applications and integrations	Thinkific App Store allows for quick access to third party applications built for the Thinkific platform, supports HTML5 files, multimedia lessons.	Supports some third party add-ons or integrations.
Reporting	Customizable reporting filters, built in dashboards, progress, revenue and student engagement reports, or export to CSV.	Advanced reporting and filtering
Cost	Affordable, custom pricing bands based on active users with no hidden fees	High upfront costs, fee per user, additional fees based on features

//

The idea was to start fresh. We found that our previous legacy LMS was more expensive with low user limits, and we were looking to really expand the programs. We felt that we didn't have room to grow without spending a lot more money. So, we decided to look at some other platforms. We were able to scale with Thinkific Plus easily. //



Anthony Graham

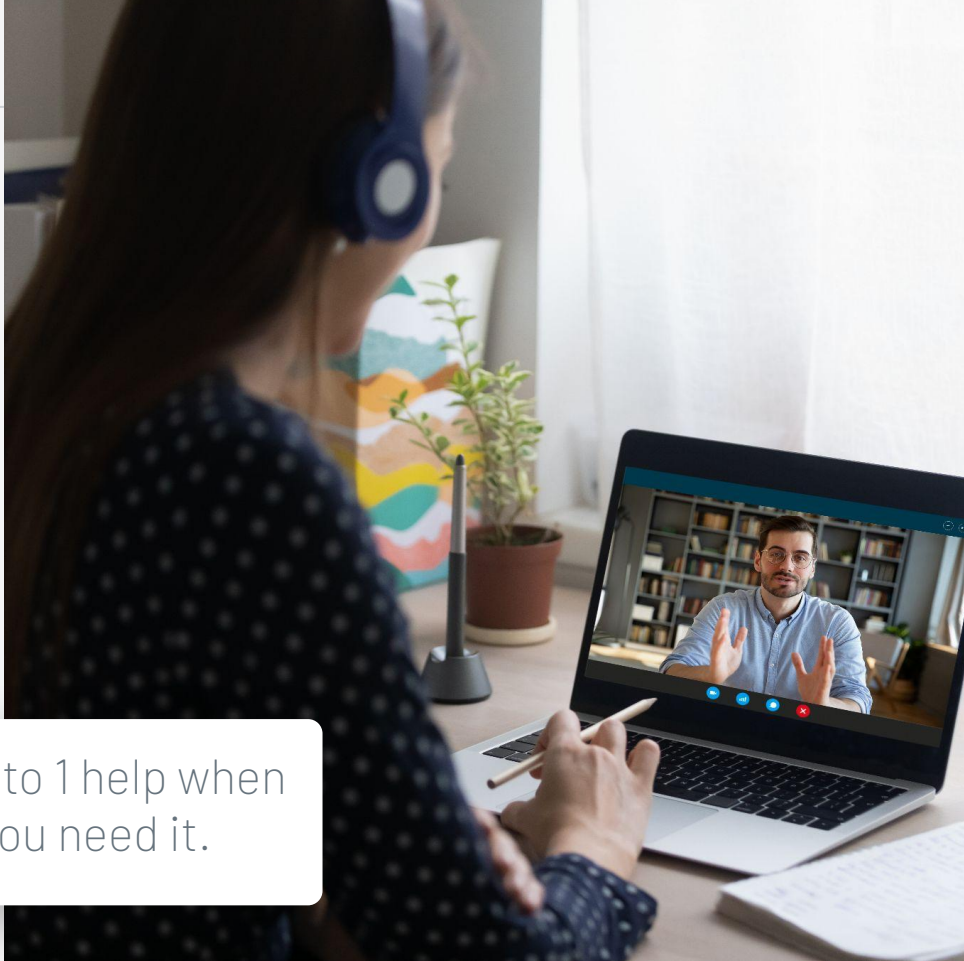
Product Marketing Manager, [LANSA](#)

Key Features on Thinkific Plus

Dedicated Customer Success Manager

Each Thinkific Plus client is assigned a dedicated Customer Success Manager (CSM) to act as a guide through the Thinkific Plus system.

They'll be your direct point of contact via phone and email and answer all your Support needs and questions. Your CSM will work closely with you from the very beginning, they'll get to know your business deeply and support you along your business journey.



1 to 1 help when you need it.

How your dedicated Customer Success Manager can help.

They do accept virtual hugs as a thank you.



Course Launch, Onboarding and Tracking

As part of your Thinkific Plus onboarding, your CSM will work with you to create measurable success criteria, a launch plan and a detailed timeline. They will provide advice and best practices around how to create and launch your courses successfully and will be available to help ensure your launch is smooth. After your launch, they will continue to help you achieve your business objectives.



Removing Technical Roadblocks

Technical roadblocks can happen, especially when migrating to a more complex system like Thinkific Plus. It's important to remove these roadblocks as quickly as possible and that's where your CSM comes in. They know the ins and outs of Thinkific Plus and can direct you to the relevant resources and information to resolve these roadblocks quickly. If a more challenging situation presents itself, the CSM will act as a direct conduit between you and our internal developer team.



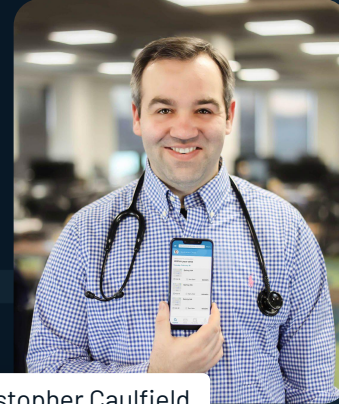
Recommendations & Best Practices

One of the most valuable aspects of having a CSM is that they have seen what works across multiple business models and industries on the Thinkific platform. Your CSM is there to share their expert knowledge, specific use cases, and best practices. Share your goals with your CSM and they'll do everything they can to help you achieve them.

To learn more about our dedicated Customer Success Managers, [check out this article.](#)

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When we launched, Poornima, our CSM, was on a call with us pretty much every day as we needed her assistance. It's been a great experience. //



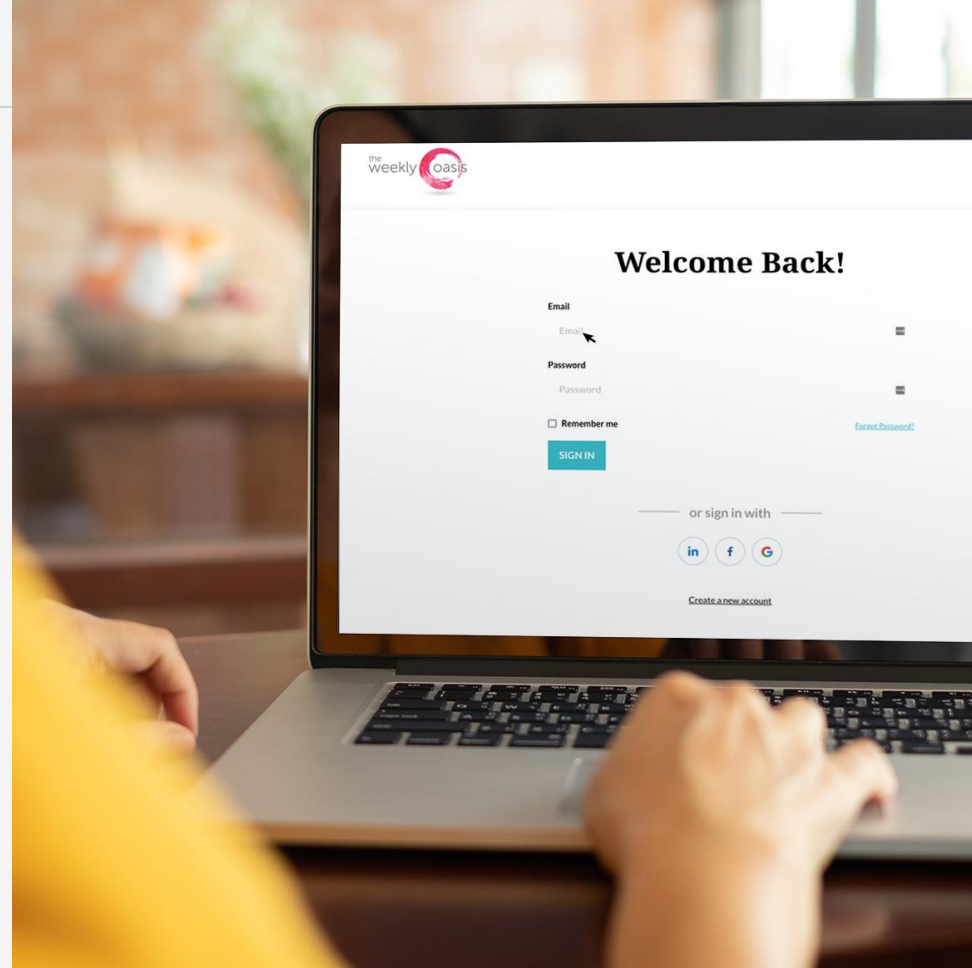
Christopher Caulfield

Co-Founder, [IntelyCare](#)

Customization and Single Sign-On (SSO)

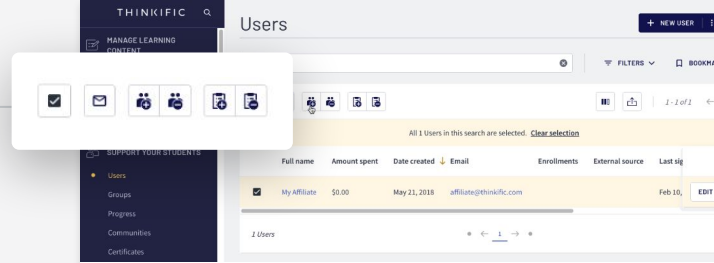
Make your website your own with full customization power, access to HTML and CSS, advanced API and webhooks. Create an entirely new website or integrate it seamlessly with your existing website for a cohesive student experience.

Integrate with internal portals using SSO and enable your students to login to an external website and your Thinkific school in one action.



Groups and User Management

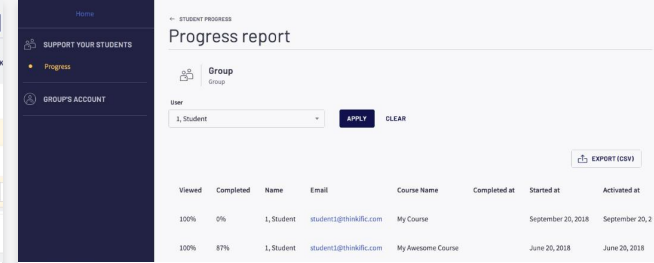
To empower as many people within your company and organization as possible, Thinkific Plus clients receive unlimited site administrators, course administrators, and group analysts.



Groups

Easily organize and manage students using the Group feature:

- **Sell B2B with company-specific packages** - offer a course at custom pricing with custom reporting that can be shared with clients. Easily filter and run reports for groups and report on their progress. Assign your client as a Group Analyst to run their own reports and monitor their students closely.
- **Team-based tracking** - track specific cohorts or students by their team, role, or department.
- **Internal organization and tracking** - stay organized when running student imports and bulk enrollments



Group Analysis

As a Group Analyst, you have the ability to segment students into groups and give access to progress reports to specific team members or third parties.

A Group Analyst can login to your Thinkific site to view Group progress reports. Their Thinkific Dashboard will have limited access based on the permissions.

Reporting Functionality

Monitor your business' performance on the admin dashboard where you'll find summary data for purchase revenue, total number of users, and total number of students enrolled. Dig deeper with general reporting that includes order reports, user reports, and progress reports.

The screenshot displays the Thinkific admin dashboard. On the left is a dark sidebar with the following menu items: MANAGE LEARNING CONTENT, DESIGN YOUR SITE, MARKET & SELL, SUPPORT YOUR STUDENTS, SETTINGS, KATERINA'S ACCOUNT, Upgrade, Help center, and Updates (with a notification badge). The main content area is titled 'My Course' and features two buttons: 'SETUP & GROW' and 'MEASURE'. Below these are three summary cards: Revenue (\$120,320.00), New Accounts (104), and Enrollments (752). A date range filter is set to 'Mar 12, 2021 - Mar 29, 2021' with a 'VIEW ALL' link. Below the filter is a table of orders.

Order number	Amount	Type	Product name	Date	Name
1055	\$160.00	Subscription	Inventory Management	Mar 26, 2021	Jennifer Baker
1062	\$160.00	Subscription	Building Customer Trust	Mar 22, 2021	Emilo Crastov
1061	\$160.00	Subscription	Business Marketing	Mar 13, 2021	John Lui

A 'HELP' button is located in the bottom right corner of the dashboard.

Advanced Reporting

Advanced reporting includes four reports that can be further filtered into: revenue report, order report, enrollment report, and student engagement report.

Each report features different data visualization options to help you analyze trends including bar graphs, line graphs, bubble charts, and pie charts. You can also filter all reports by various attributes and export detailed CSV reports of the raw data.

THINKIFIC

- MANAGE LEARNING CONTENT
- DESIGN YOUR SITE
- MARKET & SELL
- ADVANCED REPORTING **BETA**
 - Revenue
 - Orders
 - Enrollments
 - Student Engagement
- SUPPORT YOUR STUDENTS
- SETTINGS
- THINKIFIC'S ACCOUNT
 - GIVE A MONTH FREE
- Help center ↗
- Updates
- BECOME A PARTNER ↗

Revenue **BETA**

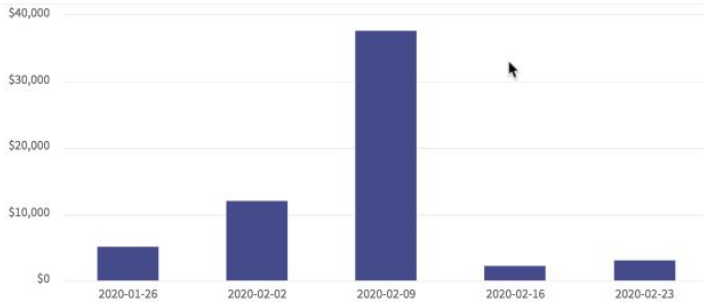
Insights Details

Jan 27, 2020 - Feb 27, 2020

Revenue

Week

Breakdown by



	2020-01-26	2020-02-02	2020-02-09	2020-02-16	2020-02-23
Totals	\$5,185.60	\$12,106.75	\$37,834.45	\$2,379.80	\$3,106.75

Total Revenue

Transactions

Filters Reset Apply

PRODUCT NAME

- (Select All)
- Product 1
- Product 2
- Product 3

PRODUCT TYPE

- (Select All)
- Bundle
- Course

PAYMENT PROVIDER

- (Select All)
- Paypal
- Stripe

PAYMENT TYPE

- (Select All)

Video Engagement Reporting

[Video Engagement Reporting](#) can help you gain valuable insights on how your students are interacting with videos throughout your courses.

Video analytics can help you determine which videos are highly engaging as well as areas to refine, so you can make data informed improvements to your content. Metrics include: total loads, total plays, total hours watched, total visitors.

- MANAGE LEARNING CONTENT
- DESIGN YOUR SITE
- MARKET & SELL
- ADVANCED REPORTING BETA
 - Revenue
 - Orders
 - Enrollments
 - Student Engagement
- SUPPORT YOUR STUDENTS
- SETTINGS
- THINKIFIC'S ACCOUNT
 - GIVE A MONTH FREE
 - Help center ↗
 - Updates

Video details

EXPORT

GO TO VIDEO LIBRARY



Video name

Let's get started

Upload date

October 28, 2020

Captions

None. Consider [adding captions](#).

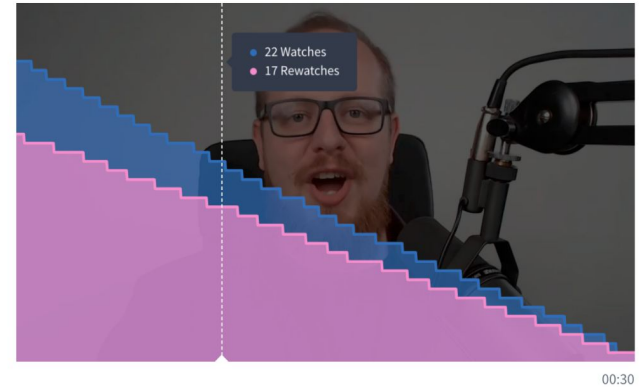
Status

Active

Overall video engagement

The overall video engagement graph allows you to see how your students are watching your content. Mouse over the section on the right to see which sections of your video your viewers watched multiple times, and where they stopped watching.

- Watches ⓘ
- Rewatches ⓘ



24%

Avg Engagement ⓘ

69%

Play Rate ⓘ

40

Loads ⓘ

33

Plays ⓘ

1.14

Hours Watched ⓘ

45

Visitors ⓘ

Multiple Environments

With Thinkific Plus, you have the ability to host multiple Thinkific websites, or environments, in order to reach your unique audience. Each of these environments are independent from one another and can be accessed through the Plus Portal.

There are different reasons to create a unique Thinkific environment and it is often dependent on your use case.



Business-to-Business (B2B) selling

Your client requires a fully branded and immersive experience including custom colors, email white labelling, automated notifications, and more.



Different Use Cases

Creating a unique environment for different use cases like customer education, employee education, and partner education allows you to target each one directly without compromising on quality.



Multiple languages or multiple currencies

Creating a unique environment in a specific language or currency can allow you to reach new audiences.

Advanced Security

Keeping your content and student data safe is our top priority. On a Thinkific Plus plan, you'll receive advanced security functionality including:

- Service Level Agreement (SLA) 99.5% uptime and 24/7 monitoring to ensure your site is always available and working optimally
- Compliance with applicable privacy legislation and regulations (PIPA, PIPEDA, GDPR, CCPA, etc)
- Secure cloud hosting and daily backups
- Built in security and SSL certificates
- Option to run a Penetration test

// The rate at which we were growing after the launch even surprised me, and I knew it was going to be big. The Thinkific team was able to help us on the back end so we could manage the high volume of traffic coming through [over 1 million students]. That level of customer service during the time of rapid growth is invaluable. //

Nabil Zary


Director of the Institute for Excellence in Health Professions Education, MBRU



Thinkific App Store


Access the best in class tools to scale, optimize, and customize your business, exactly the way you want. Through the [Thinkific App Store](#), you can leverage applications built for Thinkific's platform to improve the learning experience and enhance student engagement.

With apps including Shopify, Typeform, Lessonspace, Intercom, and more, you can craft the unique student experience you are looking for.



ActiveCampaign

Email marketing & CRM tool to help manage contacts for sales and marketing....



Constant Contact

Build powerful email and marketing campaigns....



ConvertKit

Simplify and automate your email marketing....



SELL MORE
eWebinar

Sell your courses on autopilot 24/7, automate your sales webinar with any video....



TRACKING
Facebook Pixel

Track conversions from Facebook Ads....



TRACKING
Google Analytics

Gain insight into customer activity through analytics....



STUDENT EXPERIENCE
Intercom (by
Highways.io)

Build better student relationships by connecting their data to Intercom....



SELL MORE
Keap

Boost course sales with this automated end-to-end sales and marketing solution....



STUDENT EXPERIENCE
Lessonspace

Teach live, one-on-one, or with a group, using the most versatile collaborative space for o...



EMAIL AUTOMATION
Mailchimp

Bring your audience data, marketing channels, and insights together so you can reach your g...



TRACKING
Mixpanel

Advanced analytics platform that tracks in-depth student actions....



STUDENT EXPERIENCE
Motrain

Motivate your students with your own personalized rewards program....



SELL MORE
Salesforce



SELL MORE
Shopify



TRACKING
Sumo

Build better, more impactful courses

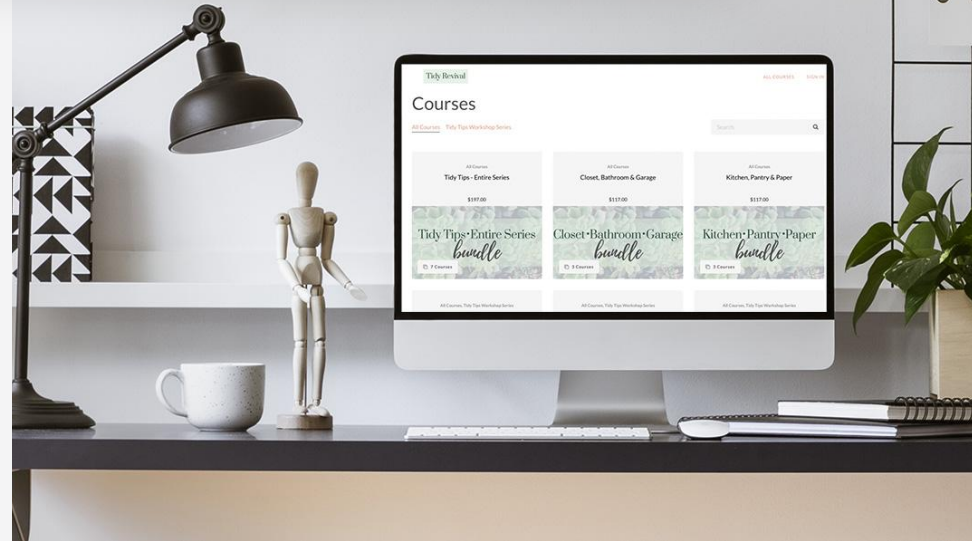
With the Thinkific App Store, you can:

- Create interactive and collaborative multimedia lessons
- Incentivize learning with gamification
- Host live video sessions
- Create an interactive community
- Add a blog straight to your course pages
- Automate personalized promotional campaigns
- Capture student testimonials



"I never considered myself a tech-savvy person. The Thinkific integrations are straightforward and the UX is amazing. If I can do it, anyone can."

- Carly Adams, Tidy Revival



Thinkific Experts

While Thinkific Plus provides an engaging out of the box solution, many companies want to create a seamless, customized, and immersive user experience for their students.

If you don't have an internal team of developers to write your advanced customizations or if you require assistance building marketing funnels or designing your curriculum, Thinkific has a list of preferred experts that you can hire on a per project basis.

Publishing Experts



Alethea Tuitahi



Carrie Rose



XayLi Barclay



Lysa Greer



Paul Thomson



Ian Richardson

Design Experts



Kim Garnett



Jeff Street



Marin Nelson



Course Studio

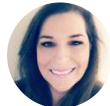


Dr. Rachna Jain



Rob Galvin

Marketing Experts



Mor Cohen



David Crowther



Lindsey Barlow



Lisa Work

Madison
ManathungaLinda
Reed-Enever

Implementation Experts



Colin Longworth



Carlos Vazquez



Redowan Hossain



Jaime Slutzky



Marin Nelson

Lions Digital
Solutions

[View all experts](#)

Our experts are ready to lend a hand

Our [Thinkific Experts](#) page provides a list of verified and approved consultants with a variety of skills including:

- Course publishing
- Advanced theme and website design and customization
- Marketing strategies
- Curriculum design
- Custom solutions



//

I had a fantastic experience working with Colin (Thinkific Expert). He is extremely talented, easy to talk to, and easy to work with. He solved our technical issues and has a deep knowledge of API, Wordpress, and backend development. He had a huge impact on our Thinkific website and made our customer experience more clean and joyful. I would absolutely recommend a Thinkific Expert. //



Tue Lindbald

Co-Founder, [GoLearn.dk](https://www.golearn.dk)

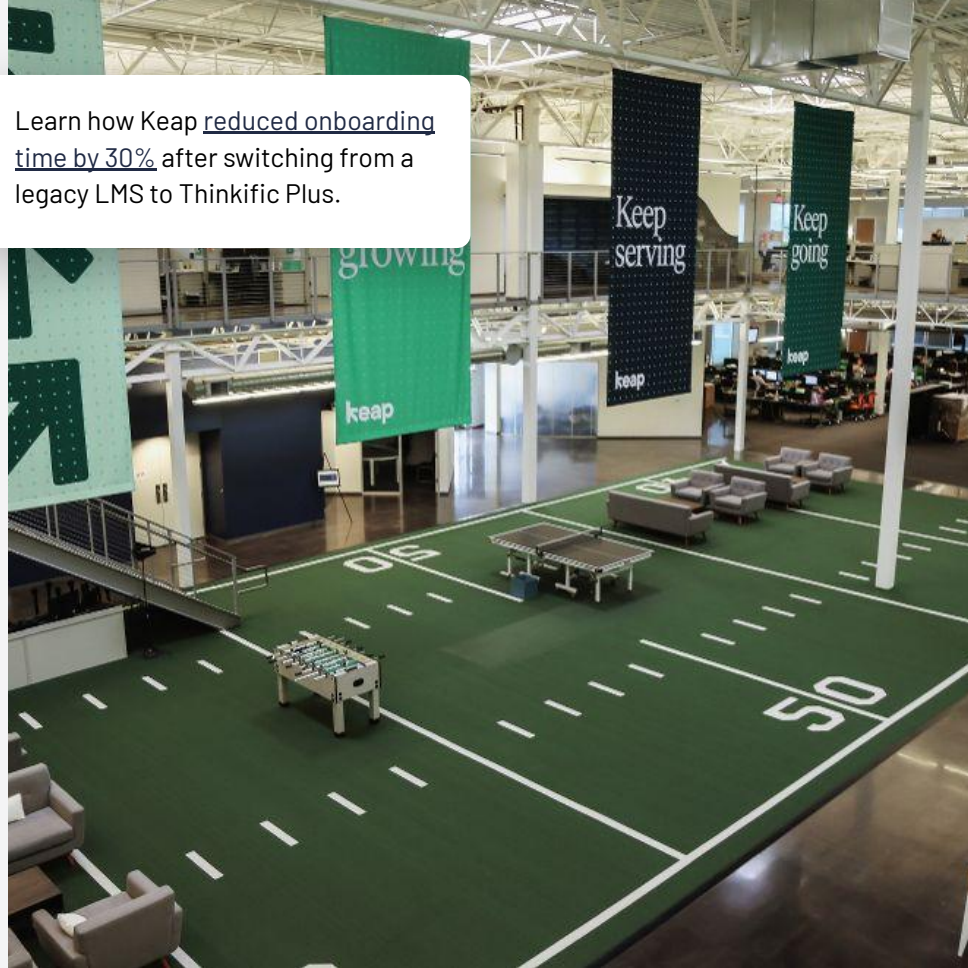
Make The Switch Now

Switching from a legacy LMS provider or alternative online education software can be a daunting task. Rest assured knowing that we make the process as easy and as clear as possible. Our Solutions team will answer all your questions regarding the migration process prior to becoming a Thinkific Plus client.

During the onboarding process, your dedicated Customer Success Manager will assess your migration needs and work with you to develop a detailed migration plan including:

- Best practices for Thinkific Plus
- Resources on how to migrate existing students and course content
- Building a reasonable timeline for launch based on your needs

Learn how Keep reduced onboarding time by 30% after switching from a legacy LMS to Thinkific Plus.



Pricing for any budget

Thinkific Plus pricing is customized based on your unique business needs and your total number of active students. Our Solutions team will work with you to assess which Thinkific plan is right for your business and what functionality you'll require to get the best results.

Whether you're looking to train your expanding team, educate your customers, build your audience, or generate more revenue, we can help and are invested in your success.

Book a call with our Solutions team and get started today.

