How Minimum Viable Optimization helped Spotlightr increase its conversion rate for free trials to 12%

Spotlightr is an all-in-one video hosting solution for educators and course creators that includes advanced analytics and a suite of video marketing tools.

Challenges

Spotlightr came to Wallaby Copy looking to reposition their business and increase conversions on their website. They needed to reposition their copy to differentiate them from their competitors and clearly speak to a new target market: educators and course creators. They also wanted to establish a brand voice that was conversational and approachable.

Solution

Wallaby Copy was set to begin the process of in–depth research to do two things: to determine how to best position Spotlightr and to mine Voice of the Customer (VoC) data for their new target market. But Spotlightr's founder was also looking for some quick wins. Jess identified the button copy as a point of loss and changed it from "Free Trial" to "Try Risk–Free" to increase conversions right away while she started on the larger messaging project.

Results

» Just this one small change resulted in a 2% uplift in conversions for free trials of Spotlightr, taking them from a 10% conversion rate to a 12% conversion rate.

"When our button copy said "Free Trial" I think some people assumed we would ask for their credit card. But changing the copy to say "Try Risk–Free" helped to alleviate that hesitation. Just that small change has helped us. We usually get between 20-25 free trial sign ups a day. Now we're getting 22-28 signups a day, and over time that really adds up.

I like that we were able to see a noticeable change right away while the bigger project of repositioning our copy and nailing our brand voice was going on at the same time."

— BILL ZIMMERMAN
FOUNDER, SPOTLIGHTR

To learn more about how Minimum Viable Optimization can help your website see immediate results, go to wallabycopy.com.