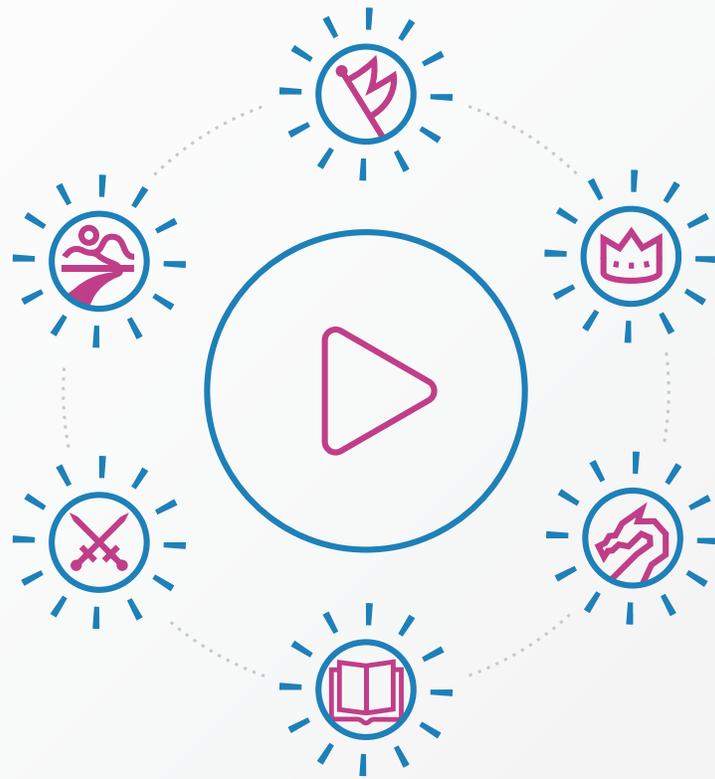


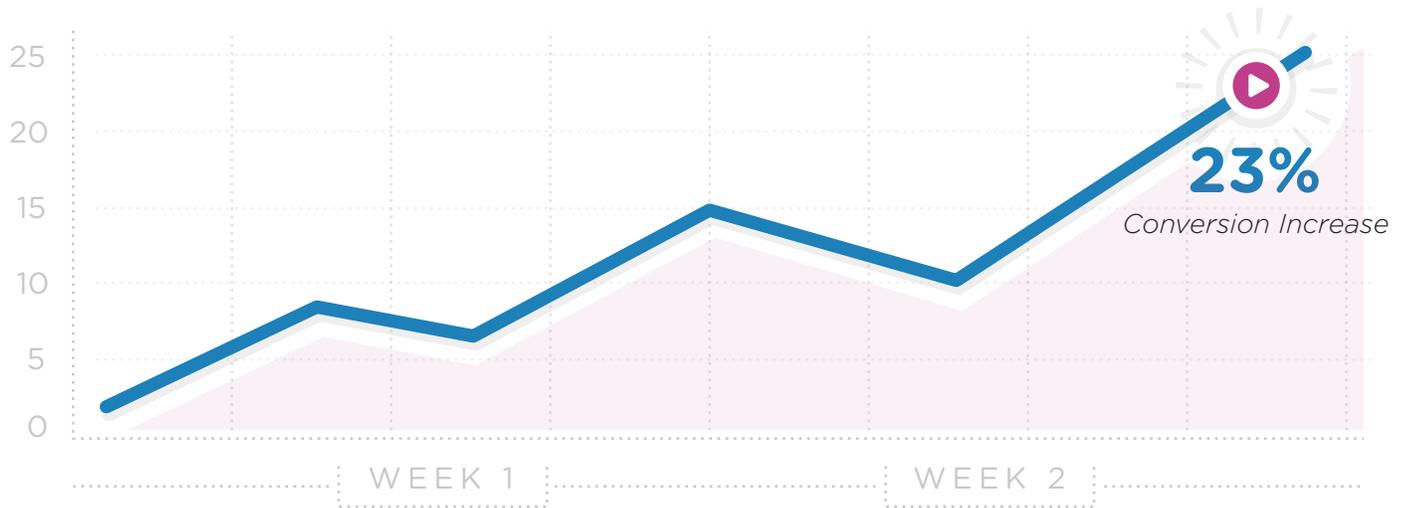
How Video Helped Our SaaS Client

Increase their Conversions by 23%



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Problem: Specialized New Software Misunderstood by B2B Audience



Promise: Craft a compelling, easy-to-understand story that converts site visitors



Proof: 23% increase in conversions within 2 weeks



The Hero



- B2B Software
- \$1 - 3 million
- 1-15 employees

• Selling to clients like Blue Cross/Blue Shield, Aflac, Walgreens, and FedEx



The Call to Adventure

CaseComplete was making all the right moves. As an expertly-crafted SaaS solution to an incredibly targeted business problem (easily and effectively keeping track of requirements management for projects and products), they had the perfect product for their market. And with thousands of unique monthly visitors, driving traffic to their site wasn't an issue. **The problem was that they simply weren't converting those visitors into leads.**



The Quest

In our initial conversations with the CaseComplete team, it quickly became clear that many of their prospects didn't understand the solution's unique value as a specially-designed yet easy-to-use requirements management software - they simply weren't standing out in a competitive landscape, which made it hard for them to gain traction. **So we worked with them to create a 90-second video designed to help site visitors see and understand what makes CaseComplete such a worthwhile solution - and ultimately convert.**



Happily Ever After

The folks at CaseComplete were hoping to see a 5% conversion lift as a result of implementing our video. **Within 2 weeks, they saw a whopping 23% increase in conversions.**

So what would a 23% increase in conversions mean for your business? Let's say an Explainify video on your landing page caused a 23% increase in conversions to where you were converting 10% of all visitors into leads. This means your business was at a 7.7% conversion rate prior to working with us.

Now imagine that you have 5,000 visitors to your website every month. You just went from converting 385 leads/month to 500 leads/month. That is an additional 115 leads every month! If you were able to convert 5% of those new leads - then you just made 69 more sales every year! If your average sale is \$1,000 then you just made an additional \$69,000 in revenue! Contrast that to the \$15,000 price tag of the video, and **you could be looking at a 466% ROI in just one year!**

The best part, though, is that video never depreciates and only gets more effective as your website gets better. You can also use it as an ad, in a press release, in a meeting and more. So if you are looking for easy ways to win your potential customers over, Explainify's process for awakening your story is the perfect opportunity.

23% = 10%

Conversion Increase of all visitors into leads

5,000 visitors a month = 385 leads/month to 500 leads/month

That's +115 leads every month!

If you convert 5% of those new leads into customers =

That's **+69** sales a year!

The linchpin of the Explainify process is our Story Awakening stage, where we work with our clients to get to the core of their brand story - What makes their product or service unique? What do they do that matters most to their audience? How can we tell that story for maximum impact?

For CaseComplete, here's what we discovered:

Find the Sweet Spot - When it comes to requirements management, businesses have traditionally had two options: juggling basic softwares like Word, Excel, and Vizio, or overly-



How We Slayed This Dragon

-complicated software that really doesn't make your job any easier. We discovered that this is where CaseComplete's story is - a uniquely-designed software solution that's also really easy to use.

Show the Software - Because CaseComplete is a specially designed software, we knew it would be critical for viewers to actually be able to see the platform... without having to resort to a screen capture demo (especially because software UI can change so rapidly!). Instead, we created stylized, elegant representations of the software so that viewers could easily understand how CaseComplete works - and imagine how it could **work for them**.

End-to-End Solution - Because there's so much that goes into requirements management, it's unlikely that any one software would facilitate the entire process. But that's **exactly** what CaseComplete does. We knew that their audience would respond strongly to the way CaseComplete enables them to move through the requirements management lifecycle all in one place.

And the results of our approach - that **23% increase in conversion** we were talking about - speak for themselves, don't you think?



Epilogue



"We're always running experiments and thought our landing page was pretty well optimized... But after two weeks (and thousands of conversions) we realized a 23% increase"

*- Matt Terski, President
of CaseComplete*

It would be one thing if the results CaseComplete saw were an anomaly. But video marketing has a track record for achieving business objectives -

- like when Dropbox increased signups by 10% with an explainer video...
- or when Neil Patel's CrazyEgg video got him a 64% conversion lift and \$24,000 in extra monthly income.

Odds are, you've got your own product or service that's truly disruptive, but have a hard time explaining that value to your target market - which makes it really hard to gain traction and move people down the funnel.

And if they don't get it quickly, they will never convert. If that's true... how does a business win?

Explainify helps you communicate in a way that's relational rather than salesy - and get people to sign up, request a demo, contact you... or best of all - pay you real money.

Do you want results like these?

CONTACT US TODAY!





About Explainify

At Explainify, we make short, engaging videos that enable businesses to explain their services simply, effectively, and meaningfully. We help “explainify” every client’s story to increase their company’s conversion rate, site engagement, and - best of all - sales.

We don’t create cookie-cutter, one-size-fits-all video templates that we can tack on to every business. We work closely with each client to awaken their story and create a video that accurately and uniquely tells the story that their audience needs to hear...and moves the needle on their business objectives.

Are you ready for results like these?

Email eric@explainify.com

