How Hotjar Achieved
5x conversions for 58% less

explainify

Summary

With a desire to increase the demand for their services, Hotjar knew they had to think outside the box and approach their marketing in a new way. Since little effort was put toward video marketing in the past, they decided it was time to revisit this method and test video ads against their current static ads.

Read on to see how Explainify was able to help Hotjar boost their confidence in video and achieve exciting results through their successful video marketing experiment.

The Customer

Founded in 2014, Hotjar is now used **on over 550k websites in 180+ countries**. As a service, Hotjar provides users with powerful website analytics tracking tools such as heatmaps, surveys, and session recordings to help them understand website user behavior and gather insightful feedback.

Hotjar works in unison and complements the data you gain from traditional web analytics tools. As a leader in behavior analysis and website feedback, Hotjar ensures you gain clarity on your website activity, what users care about, and their feedback.

The Challenge

Hotjar was looking for ways they could produce fresh and engaging content on a more consistent basis. They had a few videos on their website and landing pages but wanted a better strategy for deploying them and utilizing them to their full capacity.

With their previous content efforts hitting a plateau, some of the team thought video creation was too time-consuming, expensive, and lacked ROI. But, with their eyes set on success, they were willing to give video another shot.

The Solution

Explainify connected with Hotjar at a time when they were ready to try out new ideas in relation to video marketing. Through the correspondence, it was decided that Explainify would create two 15-second videos to be used as Facebook Ads. These videos would then be tested against their current static image ads.

The Results

Unsurprisingly, Hotjar saw great results from this experiment:

- ▶ Video ads generated more clicks
- ▶ Video was significantly more affordable and effective versus static ads
- ▶ Video had shown higher conversion rates
- ▶ Video produced higher-quality leads
- ▶ Video converted more account sign-ups
- ▶ Video increased the number of Hotjar code activations on websites

Hotjar's video advertising campaigns on Facebook were **5.27X more effective** at converting leads than static ads while doing it for roughly **58% cheaper**.

The team has changed their perception of the effectiveness of video after the testing and they plan on implementing it into their future marketing and demand generation campaigns.

Hotjar's Experience with Explainify's Frustration-Free Process

"It was an exemplary experience and we were all extremely satisfied with the team! They were very clear about what they needed on our end and the process was easy and fun. We are in different time zones but this helped our teams out by giving us time to assemble feedback so Explainify could make the updates quickly. It was simple, clear, and one of the best processes we have been a part of."

- Sharon Biggar, Director of Demand Generation at Hotjar
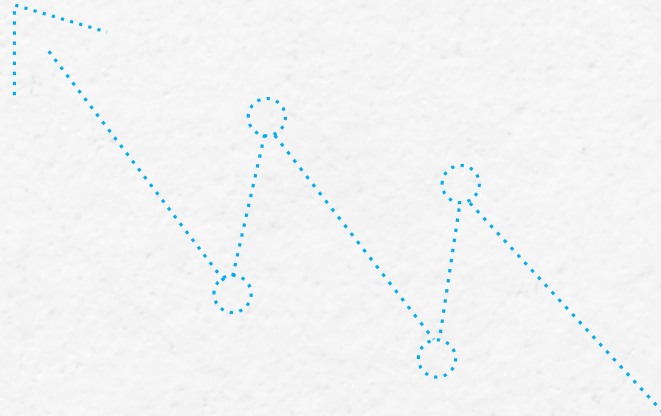
Achieve real ROI on video-first strategies by

CONTACTING US

Our **Frustration-Free™** video creation experience produces high-quality videos that inspire the masses.

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