



Case Study

Website Optimization: How MODO Labs Increased Their Overall Website Conversion Rate 105.3% in Six Months

About MODO Labs

MODO is the world's leading platform provider of workplace and campus apps. Trusted by global Fortune 1000 brands and the world's most prestigious institutions, the MODO digital engagement platform delivers a unified, fully customized, mobile-first user experience to simplify anytime access to information, and the services students and employees need to feel supported, engaged, and inspired.

Challenge

MODO had an underperforming demand generation function that wasn't developing the leads and pipeline needed to reach their revenue goals for the year. They also had to keep their marketing budget low and lean to maintain profitability until more deals closed. MODO consulted with Bertoli Marketing to revamp their demand generation function, optimize the website throughout a

redesign process, build out an effective webinar program to further engage their target market, and engage their prospects and leads to accelerate pipeline.

The Solution

The first step was to understand MODO's total addressable market (TAM) and acquire as close to 100% of that data as possible. Once the TAM was identified and data was acquired, Bertoli Marketing built out demand generation programs to engage prospects, through email marketing, promoting high value content, and engagement through a new webinar program, designed to establish MODO as thought leaders in their industry. Bertoli Marketing leveraged targeted calls-to-action (CTAs), pop-ups, and retargeting campaigns to engage website visitors, drive them to pages designed to convert traffic, and encourage self-identification through progressive profiling conversion forms.

Results



Over the course of six months, MODO's overall bounce rate decreased **17%**, their organic traffic was up **16%**, email traffic was up **103%**, and average website session duration was up **35%**.



Form completions on the website increased **25.83%** and the website's overall conversion rate increased **105.3%**.



Overall pipeline increased **47.22%** over the past 6 months compared to the previous 6 months before working with Bertoli Marketing, based on opportunity creation data during those periods.



About Bertoli Marketing

Bertoli Marketing provides Fractional CMO, Demand Generation, and AI-Powered Website Optimization Services to startups and small businesses who either lack the functional marketing expertise, or they are not able to scale properly because they don't have the necessary infrastructure and strategy in place. Our proven methodology evaluates the organization's marketing mix to understand what's working and what needs improvement, then we build out an effective strategy to increase the website conversion rate, drive more engagement, and accelerate pipeline. We are so confident in our strategy, we guarantee an increase in your website conversion rate and lead generation in the first 6 months of engagement, or we'll provide an additional 6 months of support for free! For more information, please visit www.bertolimarketing.com.