



UNBOUNCE CUSTOMER CASE STUDY



Campaign Monitor



Using Unbounce Convertables, ConversionLab helped Campaign Monitor convert 10.8% of users about to abandon their site.

Campaign Monitor

An industry leader in email marketing and automation, brands like Apple, Coca-Cola and Airbnb trust Campaign Monitor to segment and send their email campaigns.



ROLF INGE HOLDEN
CEO of **ConversionLab**

Rolf Inge Holden — a.k.a. “Finge” — is the CEO of ConversionLab. He’s been growing Campaign Monitor’s conversion rates and lowering their acquisition costs with landing page campaigns, A/B testing, and overlays.

Goals

Convert a higher number of visitors to the Campaign Monitor website into leads.

Obstacles

Rather than creating new content, Campaign Monitor wanted to leverage its existing in-depth resources on email marketing.

Results

In one month, 271 abandoning users were converted into leads when offered an email marketing resource in an exit overlay, with no negative impact on on-page conversions.



Campaign Monitor converted **271 abandoning visitors into leads in just one month** by offering their email marketing guide to users just as they are about to leave the page.

“We haven’t had to create any new content or pages,” said Shamita Jayakumar, Senior Marketing Manager at Campaign Monitor.

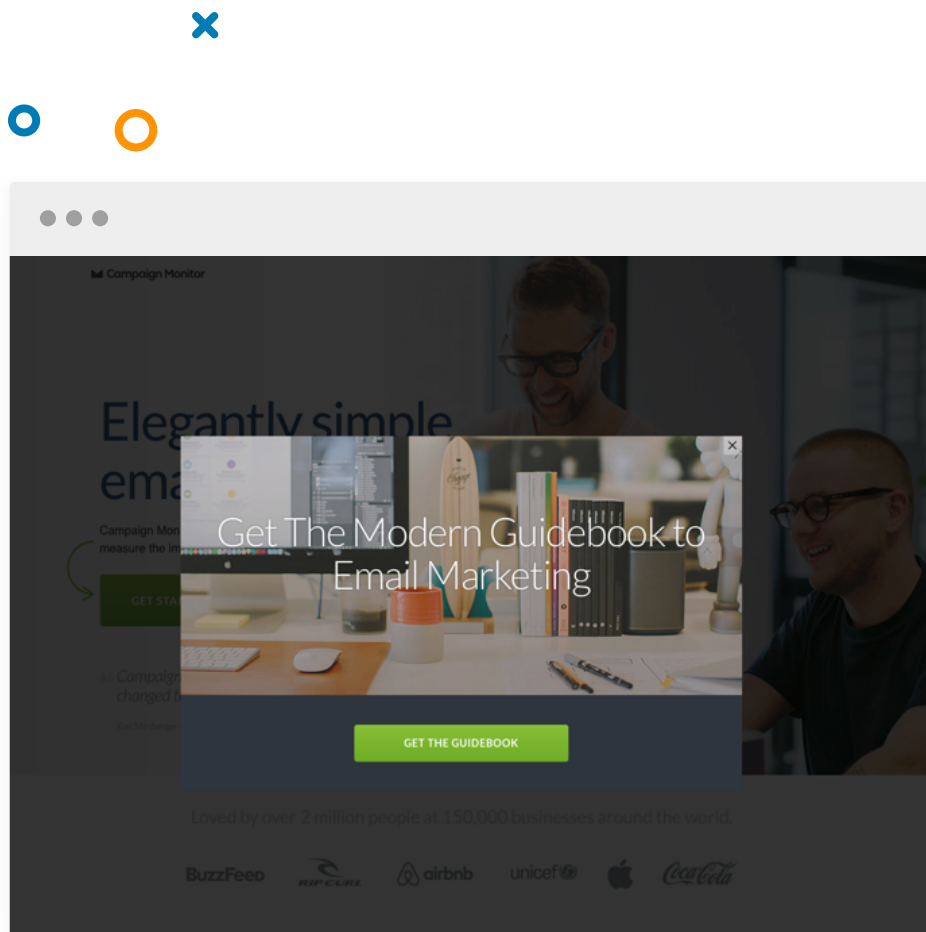
“Instead, we’re leveraging the content we already have and getting it in front of marketers who can use it. It really has been a case of creating something from nothing.”

For Finge, this was all part of the plan. As CEO of ConversionLab, he was already working with Campaign Monitor to improve their conversion rates using Unbounce landing pages.

So when Unbounce announced its support for **targeted overlays on any webpage** through its new Convertables feature, Finge knew exactly which client he wanted to work with first.

“Campaign Monitor is a true leader in the email marketing space, and that includes their content.” said Finge. “Most of the people who end up on Campaign Monitor’s website are naturally interested in email marketing. Just because the page they landed on wasn’t exactly what they were looking for doesn’t mean they can’t convert. They just need an offer more relevant to their state of mind.”

ConversionLab and Campaign Monitor tested several exit overlays promoting their Modern Guidebook to Email Marketing. This guide was most likely to appeal to visitors interested in solving their email marketing pains, but who weren’t yet ready to make the commitment of signing up.



One of the overlays Campaign Monitor used to convert abandoning users.

The top-performing overlay converted at 10.8%, and the overlay campaign enabled Campaign Monitor to capture 271 new leads in just one month.

All without creating a single piece of new content.

And because Convertables are built using the same customizable builder as Unbounce landing pages, they were able to design, publish, and start seeing results within hours.

“We already use Unbounce to build our landing pages,” Finge continued, “so it was extremely fast to set up our first overlay using the same drag and drop builder.” He’s now testing new overlay designs to iterate and grow the conversion rate even more.

As exciting as the results have been so far for Shamita, she’s even more excited about what the future holds. “ConversionLab is already helping to grow our signups and lower our cost-per-acquisition using Unbounce landing pages.”



Shamita Jayakumar

Senior Marketing Manager at Campaign Monitor

Convertables have given us a new way to engage with our audience, provide them with valuable content, and hopefully turn them into Campaign Monitor customers.



Build Landing Pages Fast & Get More Conversions

TRY UNBOUNCE FREE FOR 30 DAYS