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you can replicate in your
Marketing strategy



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About Pathmonk

Pathmonk was inspired by a problem the founders experienced while running a Website Optimisation agency: increasing the amount of conversions from your website is hard!

And, if you want that to be qualified sign-ups it becomes even harder!!

As the team got to know the problem better and deeper, we discovered that focusing on the user actions leads to real growth. Visitors require key information on their finger tips in order to come closer to a sign up. That's exactly what Pathmonk is doing helping Marketing & Sales teams to convert & qualify website visitors from their existing traffic.

In our quest for optimizing Marketing processes with AI, we have interviewed hundreds (probably thousands at this point) of industry experts that you can learn from in our podcast, [Pathmonk Presents](#). Here are some of the most impressive optimization stories.

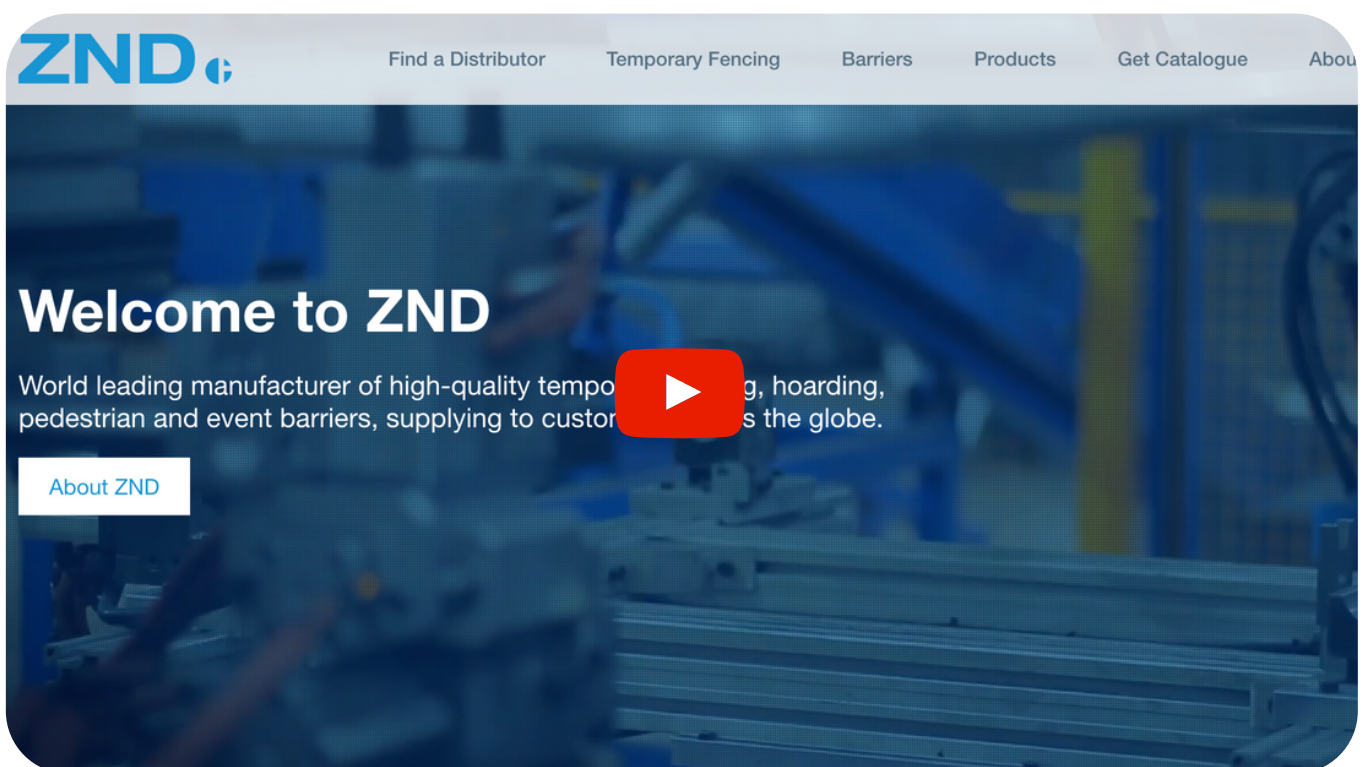
MORE ON [PATHMONK.COM](https://pathmonk.com)

How ZND Quadrupled Their Conversion Rate with Micromoments

Mykel Hedge, Senior Digital Marketing Manager @ZND

ZND has over 50 years of experience as a global manufacturer. Since opening their factory doors the team has continuously worked to provide safer, stronger and smarter products. By developing and automating this process they have created unwavering support from their clients, saving them time and money.

Not only do they optimize in their factories but equally look to develop their digital user experience. Mykel Hedge is the Senior Digital Marketing Manager at ZND. As a specialist in his field and the determination to grow this well-developed company, he looked to increase online conversions by catering to the digital buyer and ensuring the user experience converts prospects successfully.



The Challenge: Digitize the Buying Journey to Increase Conversions

With a commitment to continually evolve in the industry, ZND was ready to evolve its online marketing strategies. Within this traditional space, their referrals and reputation continued to support the business growth but Mykel knew there was even more opportunity to expose their quality products and services to a wider audience.

As the digital space becomes an increasing necessity to any business marketing, Mykel was eager to leverage the tools and solutions available, to ultimately increase conversions on their website. B2B buyers naturally expect to receive the same thorough customer service on a website as they do in face-to-face sales interactions. ZND was not willing to sacrifice their high standards. With readiness to digitize the buying journey further, Mykel wanted to ensure the needs of the audience were catered to. As the numbers rise in industrial goods buyers using the internet to search, qualify, evaluate, and select suppliers, the opportunity to deliver has a tremendous impact on the B2B buyer's opinion.

The Key Question: How to implement key micro-moments to shape the customer's decision?

The experience a supplier provides during the decision-making process is as vitally important as the quality of the actual products. With the expectation of a quality experience manufacturers need to cater to these digital buyers with services that educate, guide, and understand the buyer's needs. Mykel knew that providing the right information at the right moment and ensuring a simplified and streamlined buying process, would increase their digital conversions.

The solution: Implement Personalized Micro-Moment Marketing

Users canvassing the internet for a product in this industry spend time researching and ensuring they are making the best choice. If you are not offering an enhanced user experience it is easy enough for a prospect to move on to a competitor. However, by offering those users appropriate material balanced with a streamlined buying process you can influence your audience in those key moments.

The opportunity to create a seamless customer experience across all channels while being useful and anticipating users' needs was exactly what Mykel wanted for further growth and increased conversions, which the company deserved to see. He knew the website had never been optimized or leveraged for converting users in a new market, and Pathmonk was a natural solution to that issue. He opted to use Pathmonk's easy integration to provide his users with micro-moments. As a global company, they decided to implement Pathmonk Accelerate in their market in the United States. As it continues to expand. Mykel didn't want to miss out.

Pathmonk Accelerate detects the intent-rich moments that shape the visitor's decision on whether to stay, sign up or leave the website. These game-changing moments are significant in converting website traffic. With Pathmonk's intelligence ZND's prospects were supplied with educational and actionable content in key purchasing moments.

Pathmonk Accelerate delivered micro-moments that match the stage of the buying journey to trigger more conversions. With a longer buying journey in this traditional market, users are often

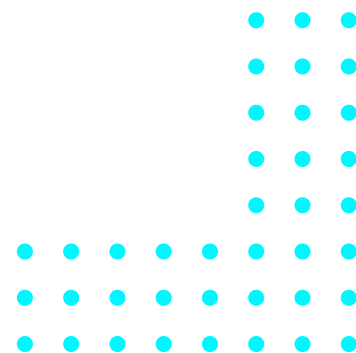
at various stages in the conversion funnel. Mykel wanted to deliver appropriate moments to match the stage of a prospect, while ultimately anticipating their questions and showing the right content.

Seamless integration is a core value at Pathmonk. As the key marketer with the eagerness to learn and bring on the optimized tools, we needed to ensure the integration of Pathmonk Accelerate was streamlined. That it was complementary to any other incorporated solutions.

Results: a Quadrupled Conversion Rate

With a targeted focus on their US market to ensure this was the right path, ZND saw their conversion rate quadruple. As clients navigated their website their questions were answered in key-decision moments.

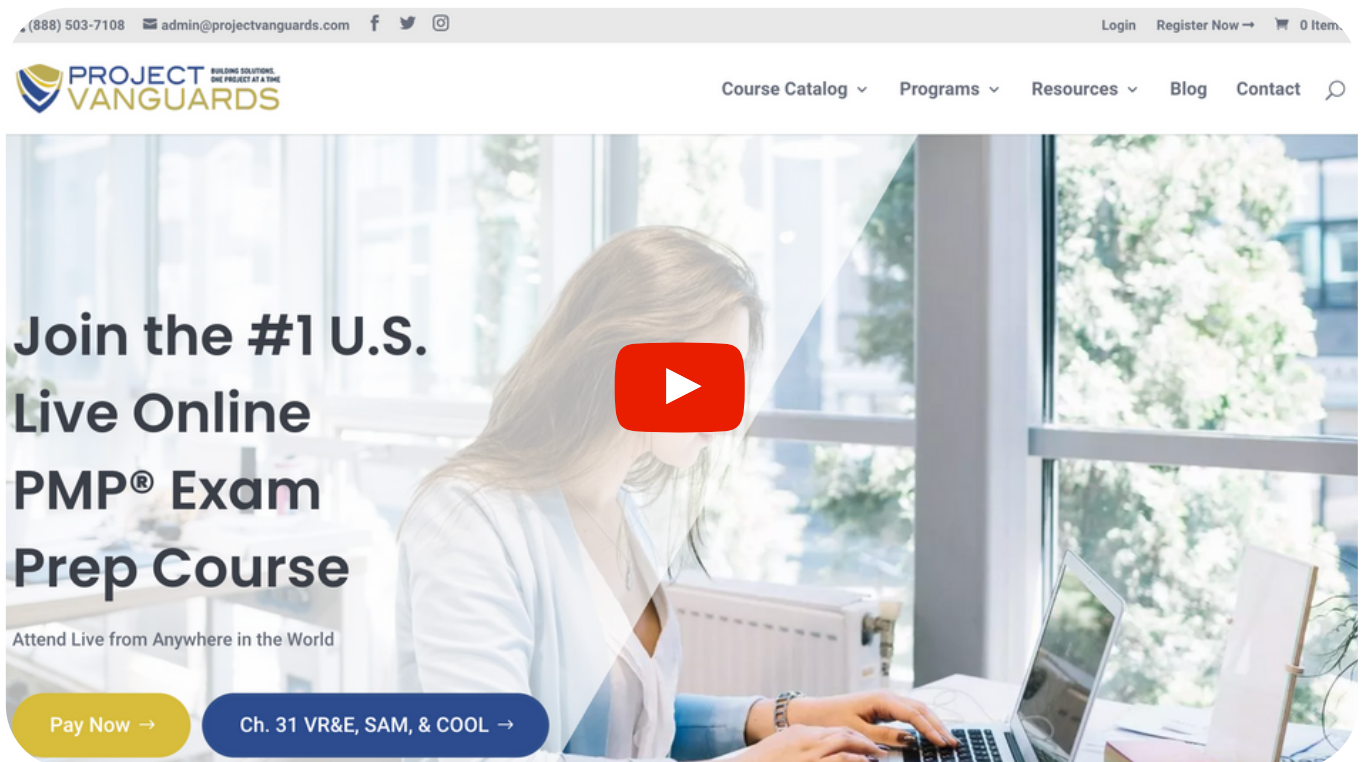
Users felt catered to in the digital space with no loss of service or quality. With Mykel's willingness to embrace this new-age micro-moment marketing he quickly witnessed the benefits. As he expands his knowledge in the space and equally commits to the exposure of ZND, the team can extend their new strategy to the rest of their market.



How Project Vanguard's Modernized the Buying Experience (+240% Goals)

Sean Thomas, CEO @Project Vanguard's

San Antonio-based education provider Project Vanguard's is a leader in the PMP education industry. Their solution provides comprehensive & objective third party analyses to their clients. The mission is to provide hands-on and integrative training to business leaders, organizations, and individuals of all professions that manage projects & provide consultations.



The Challenge: Traffic that Doesn't Convert

The value that Project Vanguard's services provides is obvious. But Project Vanguard's hit a roadblock. While they knew that their services provided significant financial value, the team didn't get the maximum value in form of leads from their existing website traffic. Project Vanguard's CEO knew that improving the buying experience and the customer journey was crucial to the company's success. Taking a look under the hood of Project Vanguard's website, the team realized that despite considerable website traffic, not enough visitors were filling out the forms on their site.

"I recognized that our buying experience wasn't a competitive advantage but I had the feeling we could do better to carry our mission to more clients".

The solution: Offering an Optimized Buying Journey

It was clear to CEO, Sean Thomas, that each customer has very specific needs and each of them has their unique journey. He wanted to provide this personalized experience on the website – but how?

Pathmonk Accelerate and its Artificial Intelligence now does the work for the Project Vanguard's team to find the optimal path to conversion for each visitor. To provide this personalized buying experience, Pathmonk is watching each visitor on Project Vanguard's website and analyses their steps. Based on the visitor's steps the Intelligent Assistant smartly chooses which information to show next – making their experience interactive and playful.

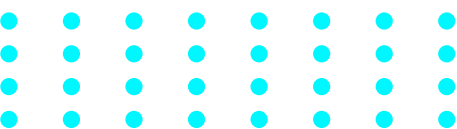
Results: +240% Qualified Conversions

The team at Project Vanguard's was able to unlock new sales opportunities from their existing website visitors. Pathmonk Accelerate gave the team the valuable ability to personalize the experience for each visitor on the website without having to put any manual work into it.

So how did they get there?

Overall, the setup of Pathmonk Accelerate was quick and easy. The installation process was seamless and didn't require any heavy lifting – it literally took a few minutes. Now the team at Project Vanguard's is receiving the new arriving leads as handy notifications and visitors experience a modern & intelligent buying experience.

Before Project Vanguard's restarted on Pathmonk, they saw occasional leads coming through the website each month. With the decision to optimize the buying experience with Pathmonk's intelligent assistant for websites the team was able to drive an +240% increase from their prior setup.

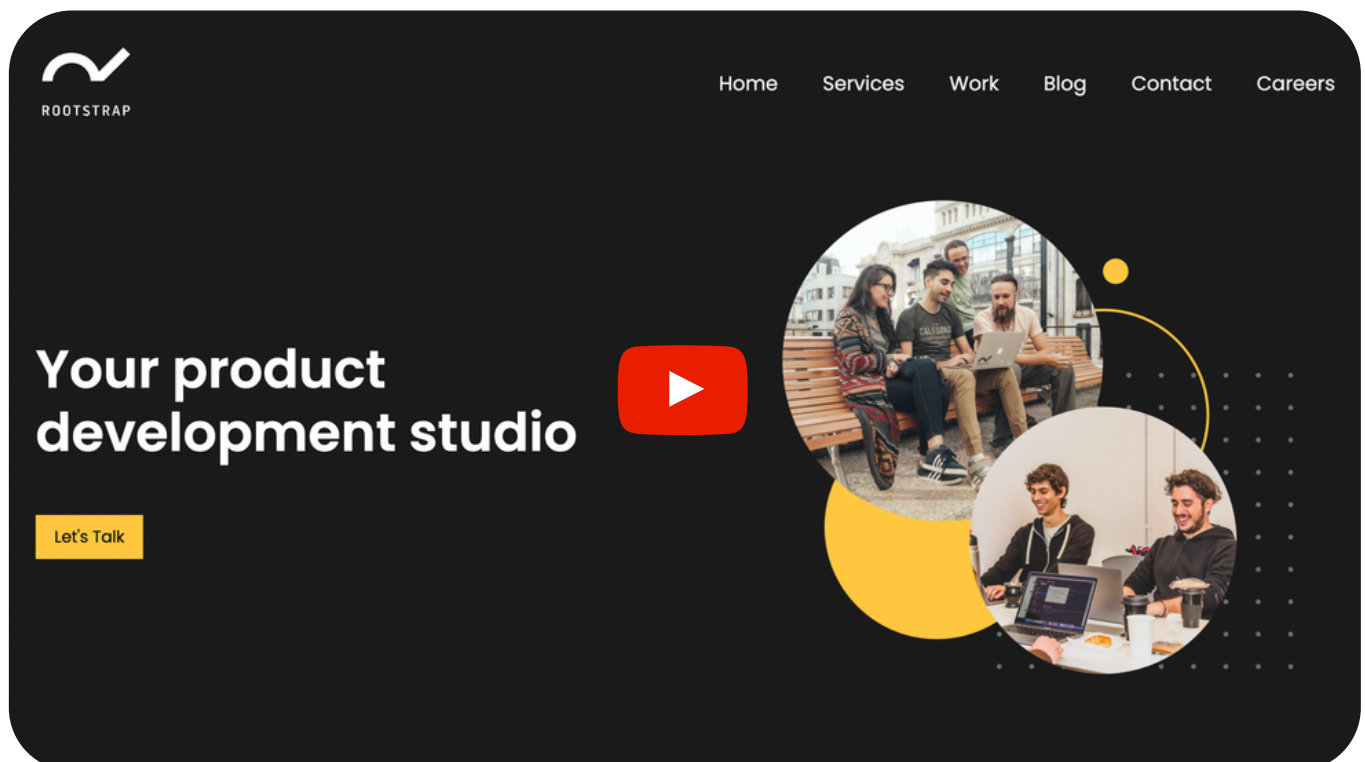


How Rootstrap Achieved +76% Leads with User Intent Data

Patrick Ward, Director of Marketing @Rootstrap

Rootstrap helps companies to scale people, processes, and products through outcome-driven growth. From web development, app building, staff augmentation to UX/UI design they will cover all angles of digital growth. They have helped launch more than 750+ digital products with more than 100 million combined downloads, achieving clients' business goals and generating ROI.

Their talented team of 180+ employees, across the USA, Uruguay, and Argentina, are constantly pushing the boundaries of what's possible to provide their clients with innovative, and cutting-edge solutions. With a growth mindset, the team practices the discipline of continuous improvement, always seeking to exceed expectations in every facet of their work.



The Challenge: Not Enough Customer Information

As the director of marketing, Patrick Ward looked to increase online conversions by catering to the digital buyer and ensuring the user experience converts prospects successfully. Patrick was ready to innovate and support the buying journey in the best

way possible. In order to do that he needed to understand his buyers.

Buying Journey analysis is the process of measuring and analyzing the Buying Journey of your potential leads on your website. Marketers, like Patrick, that want to generate leads use the buying journey data to assess the performance of each stage of the buyer's decision-making process. With this data, they can figure out what has been successful and what needs improvement.

With easy access to information today, buyers gain all the information they need quite independently through websites and other online sources. So it's no surprise that almost 70% of buyers' journeys are done independently online. Many entrepreneurs and companies are pursuing the development of SaaS products. While it may be easy to decide to develop a SaaS product, choosing the right software development agency to do so can be difficult if you don't properly prepare by taking key considerations into account and thoroughly vetting your options.

Patrick knew that if they do not offer an enhanced user experience it is easy enough for a prospect to move on to a competitor. However, by offering those users appropriate material balanced with a streamlined buying process Rootstrap can influence their audience in those key moments. It was essential that they support this expanding audience and their highly-pressured decision-making process.

The Key Question: How to optimize content for each stage of the buying journey & engage with prospects in real-time?

The experience and content a supplier provides during the decision-making process are as vitally important as the quality of the actual products. With the expectation of quality and assurance of results, Rootstrap needed to cater to these digital buyers with content that educates, guides and understands the buyer's needs.

The Solution: Microexperiences that Help Buyers Take Action

Rootstrap was ready to launch a new, visually dynamic, and engaging website. This wouldn't be enough in their journey to increase lead conversions. They implemented Pathmonk's microexperiences to enhance their user journey and support the decision-making process with appropriate content.

During the awareness stage, a buyer realizes they have a problem or pain point and are eager to discover solutions. Rootstrap opted to introduce its offering and value with an introduction video. Patrick and the team knew It was important to inject the human element to maintain and develop a connection. With an introduction video, they are able to quickly and succinctly highlight their services and lead those visitors further down the funnel.

How CUREosity Got +95% Direct Sales Requests Influencing Visitors

Jannik Schmitz, Business Development Manager @CUREosity

CUREosity is a multiple international award-winning Med-Tec company that is changing rehabilitation by developing innovative therapy concepts. They develop VR-based therapy applications and games to help people with neurological and mental disabilities.

Traditional physical therapy and rehabilitation are routed in programs where therapists use their hands to perform manual therapy in conjunction with specific exercises for a condition. Integrating VR into physical therapy has significantly increased patients' motivation as well as improved performance when moving within gamified content or Virtual Reality. By upgrading an existing practice with its innovative technology, and bringing physical therapy and rehabilitation to a new century, CUREosity has tapped into a new category.

CUREOSITY ÜBERSICHT PRODUKT KONTAKT ÜBER UNS NEWS & MEDIA DE ▾



The Challenge: Optimizing a Longer Buying Journey

It's challenging to encourage and invite consumers to adopt innovations. How can you convince prospects that they are better off for having embraced your new technologies and innovations? Creating a new category is about education. Educating about not only a

solution, service, or technology but about a problem they didn't know they had. This type of education needs to be routed in an experience.

Driving growth for a complex or innovative product requires understanding and communication in order for prospects to see real value. Prospects are often spending more time educating themselves and understanding the possibilities, rather than quickly jumping to price comparisons and consultation requests.

With this in mind, CUREosity's VR therapy is extremely tailored for each individual's journey to recovery. Jannik was therefore quick to acknowledge that the steps through the conversion funnel may be more of a pilgrimage rather than a short journey. Prospects will ultimately spend more time investigating facts and information by doing thorough research and in-depth comparisons. The typical buying journey for a new category is often longer than expected.

A website that better serves this longer and unique buying journey is an increasing necessity to any business, Jannik was eager to leverage the tools and solutions available, to increase direct sales requests on their website, yes, but ultimately enhance the overall user experience. With readiness to digitize the buying journey further, Jannik wanted to ensure the needs of the audience were catered to.

Decision-makers are spending their time searching, qualifying, evaluating, and selecting suppliers online, with 80% of all decision-makers visiting a website before making a decision. Therefore delivering a quality online experience has a tremendous impact on the buyer's opinion.

The Key Question: How to implement key micro-moments to shape the customer's decision?

Attracting traffic to a website can be a challenge in itself. But ensuring that you're visible as a new category is critical when creating demand for a service prospects don't know they need. Therefore, SEO played a critical role for CUREosity. They had spent time dedicated to crafting the best strategies in order to attract the right traffic. They have been successful in inviting both the right quality and quantity of traffic. However, getting this traffic to our websites is no longer enough, as digital consumers demand and expect more from brands. How could Jannik encourage visitors to start conversations and book appointments?

The Solution: the Right Information at the Right Time

CUREosity's prospects have spent time researching and gathering information to empower their final decision, as education drives purchases. With the determination to support the buyer and make this often tiresome and long process easy, Jannik was ready to provide the right information at the right moment.

These prospects require a more tailored consultation and detailed information as they are not quite ready to commit to this new and innovative solution. This places CUREosity's prospects in the consideration stage.

By acknowledging the prospects buying stage and matching content and CTAs to that stage, Jannik and the team have been able to guide and influence this buying journey.

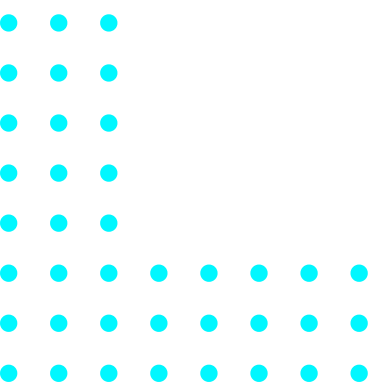
Pathmonk detected the intent-rich moments that shape the visitor's decision on whether to stay, sign up or leave the website. These game-changing moments are significant in converting website traffic. With Pathmonk's intelligence, CUREosity's prospects were supplied with educational and actionable experiences in key decision moments.

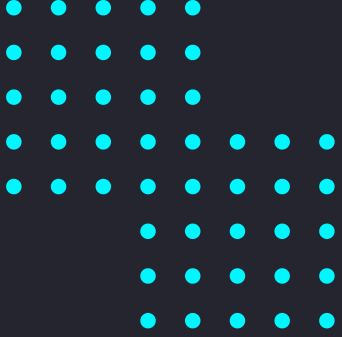
Pathmonk delivered micro-moments that match the stage of the buying journey to trigger more conversions. With a more complex buying journey, Jannik wanted to deliver appropriate moments to match the stage of a prospect, while ultimately anticipating their questions and showing the right content at the right time.

The Results: +95% Direct Sales Requests

As clients navigated the website their questions were answered in key-decision moments. Users felt catered to with no loss of service or quality. With Jannik's willingness to embrace the new-age micro-moment marketing, he quickly witnessed the benefits. As they work to better understand the mind of their customers and pivot to lightweight and appropriate conversion goals, the team at CUREosity are seeing the results. CUREosity was able to do this for their German audience with great success. They look forward to introducing these micro-experiences to the English market.

Additionally, with Pathmonk Accelerate intuitive call to actions, CUREosity has seen the number of bookings for consultations multiply, achieving +95% direct sales requests in only four months.





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convert

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