



A 4-Week Test To Improve Lifetime Value

The online compliance market that offers written safety programs is extremely competitive. Tenlo developed and executed a test, learn, optimize and amplify marketing approach for US Compliance Systems. We determined the best targeting, channel, messaging and experience strategy to increase conversions in an industry where it's hard to stand out.

Results

126%

higher click-through rate on social ads with new "trust" messaging

99%

higher conversion rate on new landing page than the control

66%

better bounce rate on new landing page than the control

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Online Visibility Assessment

Examined what customers experience when they research, evaluate and buy compliance solutions online

Messaging Strategy

Developed then tested rational- and emotional-based messaging to determine audience motivators

User Experience

Designed and tested landing page templates to determine the best online experience for users

The Challenge

- Prove we can get compliance information in front of the right audience
- Engage the target audience with messaging that will motivate them to take action
- Quickly test targeting, channels, messaging and online experience in just 4 weeks
- Demonstrate the path to conversion and prove marketing effectiveness
- Develop a roadmap to scale the marketing plan based on the highest opportunities

Strategic Process

Quantify Relevant Awareness

Defined the audience most likely to purchase compliance products and developed an advanced targeting structure

Map Points of Influence

Identified and tested channels where the audience was most likely to engage with information on compliance solutions

Prove Your Business Value

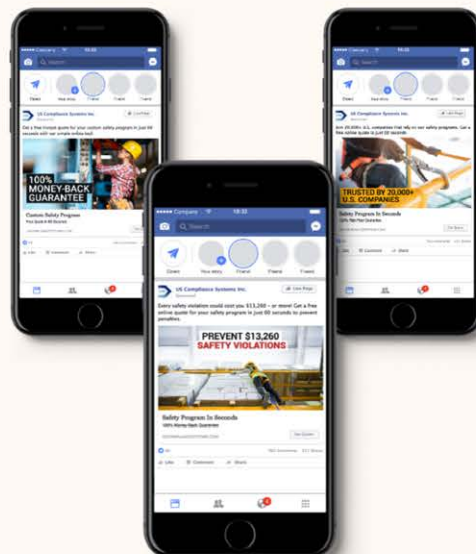
Developed and tested messaging to determine what motivated the audience to make a purchase

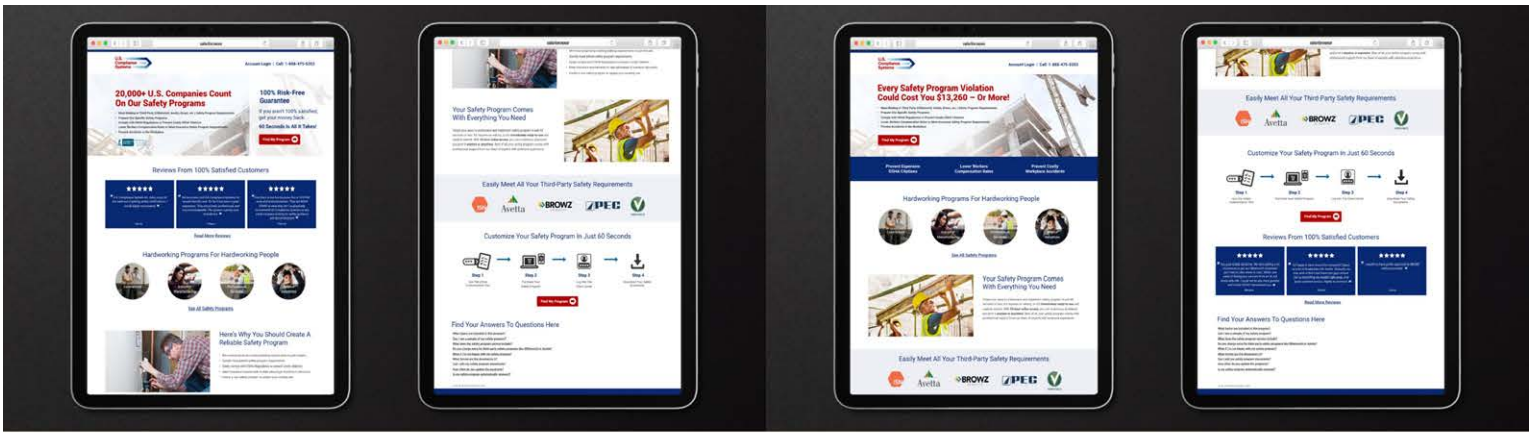
Align Tactics to Sales Funnel

Determined which channels and messaging were most effective during different stages of the sales funnel

Rapidly Execute, Test & Analyze

Gained learnings that will be scaled across all products in the portfolio based on a roadmap prioritizing the biggest opportunities for returns





The insights from our research helped our client better understand how to effectively communicate with their customers as they moved through the customer journey.

The Importance of Rapid Testing

Through Rapid Testing, we quickly validated that the existing speed/efficiency messaging was effective for bottom-of-the-funnel tactics, but less effective than trust-focused messaging in top- and middle-of-the-funnel activity.



“We attribute our new sales growth to our work with Tenlo.”

– Keith Dague, President of US Compliance Systems

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Have A Project For Us?

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