

Company Profile
VanillaSoft Inc.
www.Vanillasoft.com



Results

Achieved 3 times the number of leads with less money.

Case Study Highlights

In a six-month period:

- *Conversion Rate* steadily increased by **246%**.
- *Cost per Conversion* decreased by **60%**.

Industry
Software

Business
Lead Management Solutions

Sales Channel
B2B

Business Challenge
Improve lead quality

Enquiro Client since
October 2007

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1.800.277.9997

Changes to Landing Pages Boost VanillaSoft PPC Conversion Rates by 246%

"We are absolutely blown away by the skyrocketing results! But, we're even more pleased with the detailed process that Enquiro goes through to find the answers to our business challenges."

Ken Murray
Co-Founder & President - VanillaSoft Inc.

About VanillaSoft

VanillaSoft, is an emerging leader in on-demand software for inside sales teams. VanillaSoft allows for team based selling, multiple leads sources flowing in and guarantees that no lead will get lost in the system or just sit in an inbox uncalled.

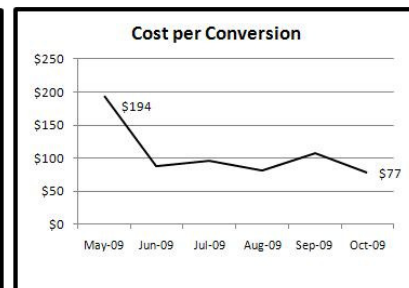
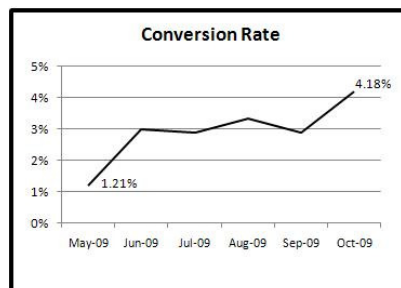
The Challenge

Before working with Enquiro, VanillaSoft spent a lot of money on pay-per-click (PPC) campaigns and SEM agencies but weren't satisfied with the results. They needed a strategic partner that had B2B experience and took the time to understand their unique business needs. Refining landing pages and PPC efforts to attract the right leads that align with their business was a key priority.

The Solution

In the beginning, Enquiro's recommendations were implemented and sales leads doubled with a more strategic and effective PPC advertising approach. Then, it was time to take things to the next level and further improve lead quality.

In spring 2009, Enquiro identified some landing page features that were negatively affecting conversion rates (a low of 1.21% in May). This prompted website changes including the addition of a sales video with conversion tracking to better understand visitor behavior. Plus, bid adjustments were made to increase visibility and bump up keyword positions. As a result, conversions started to increase while cost per conversion decreased producing better quality leads. In fall 2009, additional landing page changes were made and conversion rates increased to 4.18% in October. VanillaSoft saw the conversion rate increase 44% in *one* month.



The Results

Since making these changes, lead quality has improved. Another outcome of PPC advertising is the incremental lift to brand from those visitors that *don't* click through. The company's President, Ken Murray states, "although you can never prove it, the visibility is excellent."

Murray adds, "VanillaSoft has experienced rapid growth with a 65% increase in 2008 and 30% in 2009. In fact, we are on now on the radar of reputable market research firms because of the growth and visibility gained by the work done with Enquiro."

In addition to these impressive results, VanillaSoft also discovered the strategic partner they were looking for. "I'm so pleased with how Enquiro understands our business," says Murray. "I have never had this personal level of service. Our Project Manager is a *rock star*. She understands our needs, provides knowledgeable recommendations and gets us results."