

Increasing New Users & Decreasing Cost per Conversion

Focusing on the right audience, presenting them with the correct message, staying connected with new users and having new creative designs that targeted each vertical is how we achieved the goals.

INDUSTRY

SaaS

TYPE

B2C

UHURU PROGRAMS

Business Advantage Attack

Business Advantage

TOOLS

HubSpot

Facebook Ads Manager

ChatBot

CHANNELS

Content Marketing

Email Marketing

Facebook Advertising

Website Conversion Funnels

RESULTS

- **922%** improvement in New Users to New Paid Users
- **81%** improvement in Cost Per New Users to New Paid Users
- **457%** improvement in New Registrations

THE COMPANY

Driving Business Results with SMS Marketing

EZ Texting helps thousands of organizations use text message marketing (SMS) to engage their followers, enhance their marketing strategies, and boost revenue. EZ Texting customers can quickly and safely communicate with their followers using affordable and customizable features, such as mobile coupons, keyword autoresponders, and group messaging.

THE PROBLEM

High Cost per Conversions & Low Conversion Rates

EZ Texting was spending a lot to convert a lead into a trial new user and losing them before they became new paid users. They needed to improve conversion rates while decreasing the cost per conversion for new paid users.

THE SOLUTION

Specific Targeting & New Creative

To achieve the goal, we crafted a customer acquisition strategy tailored to the buyer's journey at each stage of the conversion funnel, from target audience and ad creative to lead nurturing and sales communication. Increasing the value at each touch point with the leads improved the funnel and surpassed the desired results.

"We were frustrated and had invested a lot of time and resources into online marketing but were disappointed it wasn't producing the qualified leads and customers we hoped for or the consistent amount needed to sustain growth. Uhuru was brought on and aligned lead generation to our buyer's journey and filled the gaps in CallFire and EZTexting's marketing and sales organization while implementing strategies and tactics that focused on improving the primary metrics: conversions and sales."

—Lucas Wilson, Chief Revenue Officer

