How Cim-Team
Increased SQL's by 700%

Software Solutions

The Challenge

Cim-Team's main audience is electrical engineers that need to collaborate across large teams to do electrical design. Cim-Team was getting leads from their website, however, because the website did such a poor job at presenting the software, most buyers would give up their online research and schedule a demo or trial. The issue was that a lot of leads were getting the trial without having an idea of the key software capabilities. As a result, the demo sessions were unproductive and increased the cost of customer acquisition.

The Approach

Market 8 implemented its customer-centric methodology to identify what was exactly the expectation of the buyers when reaching key website pages both from campaigns and organic traffic. Then laid out a plan to improve those pages and test assumptions, which resulted in a 7X increase in leads.

Key parts of the process included:
In-depth buyer's research
Quantitative research
Conversion-centered design
User experience design

Optimization

As soon as the research process began to uncover areas of improvement, we began an agile process of executing on improvements.

Through this process we identified a long list of possible improvements to key pages on the site, then ranked them by potential impact to the business.

Over 4700 leads generated
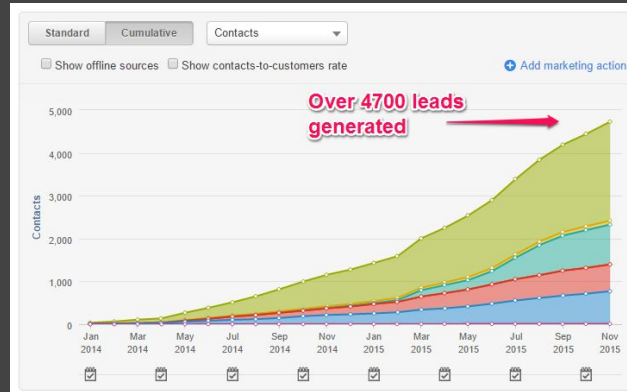
Key Results

⬆ 700% More qualified leads for the sales team

⬆ 400% More site visits

⬆ 4700+ contacts generated

⬆ 4000+ trial and demo requests (SQL's)

"...beyond the improvements to our conversions, Market 8 helped us determine how leads should be tended to after they are created. This in depth work made sure that leads get handled the best way possible and can actually turn into sales."

Johannes Jung, CTO
Cim-Team Latinmarket

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Example of a
Key Landing Page Improvement

1. Situation

When selling enterprise software there seems to be an eternal debate on what the sales-ready call to action should be:

Offering a free demo risks getting too many unqualified leads and getting sales tied up educating these leads over the phone;

On the contrary, *offering a free trial* on an enterprise software for engineers, may be well tailored for early adopters, or more technical buyers, but certainly not appropriate for early majority/less adventurous buyers as it would risk disappointing those leads with the complexity of the software.

We knew that for the audience targeted, Free Trials had better response (about 4x) than Free Demos from previous trials.

2. We developed a hypothesis

If we bundle the trial and the demo offers into a Trial + free guided tour offer,

then lead quality and conversions on the trial request will increase

We believed this to be true because this approach will offer buyers full control over their evaluation, a common concern uncovered in the research, while Cim-Team sales will have the opportunity to adequately follow up with qualified leads.

3. Treatment

Market 8 cleaned up the homepage design and added user flows to clearly guide user to the free trial page.

We worked on adding clarity, urgency and social proof to the trial request, as well as implemented smart segmentation features so that known unqualified leads (such as students) were automatically sent to a different conversion path.

Before | After

+700%
More
SQL's
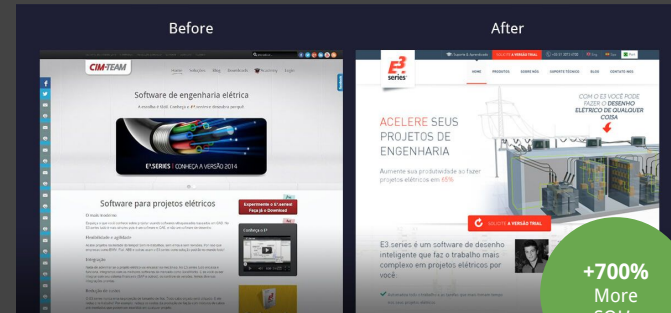
Key Results

⬆ 700% Increase in Sales Qualified leads

By improving the user flows and adding clarity + urgency to the offer, this single synchronized change resulted in a 7X growth in sales qualified leads for the sales team to work on.

We effectively wiped out the abandonment of the landing page and significantly increased conversion above that.

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About Cim-Team, the creators of E2 series software

Cim - Team is the creator of the E-CAE (Computer Aided Engineering) software, a leading tool for electrical design projects worldwide, used by more than 28,000 engineers in firms like BMW, Alston and Lufthansa, to design their electrical components and pneumatic systems.

Market 8 helped Cim-Team transform their website into one of the key fuels for growth of the organization.

www.cim-team.com.br/eng

About Market 8

Market 8 is a team of data-driven UI/UX designers, developers, copywriters, conversion optimizers, salespeople, and business strategists. Together, we create research-based customer-centric websites that close the gap between B2B companies and their customers. The result is cost-effective websites that sell.

Market 8 helps clients increase their marketing contribution to sales and shorten sales cycles by maximizing the effectiveness of their website assets through different stages of growth.

Market 8 has helped more than 200 firms launch and manage their websites. The company has received the International HubSpot Performance Award, 2 Impact awards, and 9 Hermes awards, including 4 Platinum B2B website awards in 2016.

Market 8 clients range from startups in the traction stage to mature enterprise clients such as Siemens PLM, Milliken, and Unisource Worldwide.

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Find out why your site isn't converting and how to fix it, in just 30 min

Schedule a FREE Live Website Evaluation

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