

# How The Entrust Group Increased Revenue by 7-digits

Fin Tech



## The Challenge

The Entrust Group is a mature company whose website was already delivering results in terms of traffic, leads, and sales before engaging with Market 8. They wanted to improve the quality and quantity of leads and improve marketing's contribution to sales. They engaged Market 8 to help them run a continuous optimization program.

## The Approach

We followed a Growth Driven Design (GDD) approach to making improvements to the site: GDD is a data-driven approach that **starts with research** which informs an action plan, then **prioritizes actions** based on the level of impact to the business. Over time, small improvements are made to the copy and design.

We identified a series of landing pages that were critical in the user flows and campaigns being run.

## Continuous Optimization

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

Every 8 weeks we select new items to work on, beginning with the ones that have the highest expected positive impact on TEG's leads and revenue. We also evaluate the results of the action items from the previous 8 weeks, and noted lessons learned that could improve other areas of the website.



## Key Results

- ↑ 53% Marketing contribution to sales
- ↑ 7-digits in additional revenue
- ↑ 60% more MQLs
- ↑ 2617 Leads generated



*"The Entrust Group was able to grow the overall marketing contribution to sales from 13% to 20%; this meant a business growth that amounts to 7-digits, all directly attributable to our campaigns and Growth Driven Design efforts that Market 8 has been working on with us."*

Yvonne Garcia  
Director of Marketing  
The Entrust Group



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# Example of a Key Landing Page Improvement



## 1. Situation

Real Estate IRAs are an important offering for The Entrust Group. Their primary lead generation piece for this segment was offered through a sidebar graphic directing to a landing page.

The page used to move traffic to the landing page was dry and unfocused.

12% of traffic moved from the page to the landing page.

## 2. We developed a hypothesis

If we make the page more accessible and remove a page from the conversion funnel,

then conversions on the report will increase.

We believed this to be true because heat mapping was showing little engagement on the page, and analytics was reporting that we were losing 50% of the traffic that moved to the landing page.

## 3. Treatment

Market 8 cleaned up the page design, to make it more engaging and easier to read.

We created a submission form directly on the page. This change expanded on our previous successful implementation of this technique, because we used what we believed about the visitor at that time, combined with motivating language to drive interest to the content offer.

## 4. Results

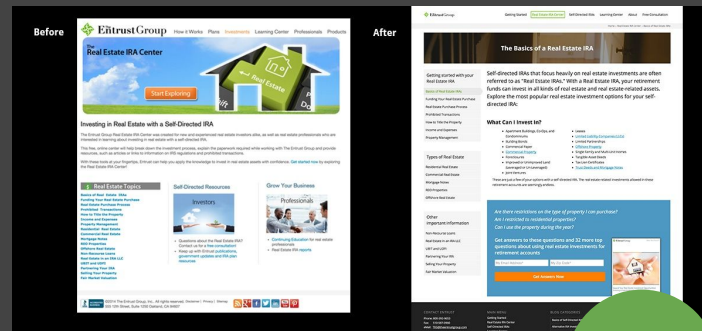
↑ 111.7% Increase in Conversions

↑ 2x more leads for the company overall

In the previous setup, 6.2% of visitors to the page proceeded through the funnel and requested the report.

In the time after the change, 13.2% of visitors requested the report, a 107% increase in conversions.

By putting the offer in the user's path, with the right language and timing, **lead generation doubled for the same content piece**. We effectively wiped out the abandonment of the landing page and increased conversion slightly above that.



+112%  
More Leads



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## About The Entrust Group

The Entrust Group (TEG) is the leading Real Estate Self-Directed IRA administrator in the United States. A self-directed IRA is a retirement account that gives individuals complete control over their investment choices. Self-directed IRAs don't limit investors to stocks, bonds, and mutual funds. It allows for alternative investments in asset classes such as real estate, precious metals, and private businesses.

The buying journey of a self-directed IRA investor is reliant on education and the availability of knowledgeable customer service representatives to answer questions about getting started and managing accounts.

TEG has the most comprehensive learning center and was uniquely positioned to capture even more share.

Market 8 is helping TEG to continuously optimize their website for growth through Growth Driven Design.

[www.theentrustgroup.com](http://www.theentrustgroup.com)



## 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.

[www.market8.net](http://www.market8.net)

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

A heatmap-style background with a red and yellow hot spot on the right side, overlaid with white text.

**Schedule a FREE Live  
Website Evaluation**