

How This Agency Owner Lowered His Client's Cost Per Acquisition by 50%

With AutoOptimize

Harald was able to save on ad costs and earn an additional \$75,000 in revenue for his agency by auto-optimizing his clients' conversion rates.

CASE STUDY: BURO Ventures



Overall Increase in Conversions

1058% in under 4 months

Most Successful Experiment

Different Text for Buttons

Of Experiments Completed?

24



"I run a small digital marketing agency, and before we found AutoOptimize, our funnel optimization (CRO) was kind of ad-hoc and random. With AutoOptimize, it is so simple to plan and schedule a bunch of optimization experiments. Within our first week of using it, we managed to increase our conversion rates by 30%, which resulted in quite a significant ROI bump."

-Harald Røine - CEO & Head of Growth, BURO Ventures

Different Text For Buttons		EXPERIMENT RESULT		PROGRESS	ACTIONS
EXPERIMENT	PROBABILITY TO BEAT CONTROL	Uniques	Conv. Improvement		
Control		155	6		
Exp: MELD DEG PÅ NÅ!	99%	197	13 70%	100.00%	Preview Stats
Exp: BLI MED PÅ WEBINARET!	100%	150	59 916%	100.00%	Preview Stats

Before using AutoOptimize...

BURO Ventures has helped B2B software, and tech companies acquire, educate, convert, and retain qualified leads and sales opportunities by using digital marketing and sales funnels to scale their ROI EXPONENTIALLY.

As with any new agency, Harald had to start his business with minimal help and resources. As Harald mentions, he was the one primarily responsible for running around in search of new clients to sign on and then to deliver for on an hourly basis -or a retainer.

"I quickly figured out two things: The first thing is that I can only take on so many clients, and the second one was that I could only spend so many hours on a client in a given moment."

And so, it became apparent to him that to scale his business and maximize the Lifetime Value (LTV) of each client, he would have to change his entire revenue model.

That's when he shifted gears and implemented a performance-based pricing structure to charge his clients!

Harald's greatest obstacle...



"It was all about LTV -and increasing that. But then again, I found that there's a ceiling to how much you can actually charge a client -given that the service is limited in terms of complexity and how much you can actually generate for the client."

With this new revenue model, Harald had to take whatever steps necessary to provide his clients the best possible results to scale his business. In one case, while optimizing ad campaigns and testing different offers helped him achieve a Cost Per Lead of \$6 and a 12x ROI, there was still more he could do to help his clients earn more.

Like many agencies, BURO Ventures was leaving loads of money on the table. Harald and his team's approach to optimizing landing pages was all "pure manual work and no structure."

"I didn't really think it was necessary, as we had about 40-60% opt-in rates for a bunch of landing pages that we ran," he said. "But then when I did the first test with AutoOptimize, it was like: 'This is a no-brainer. I need to continue using this!'"



Watch these

Outstanding Results After Using Autooptimize

\$75,000

Additional revenue expected in 2021

30-35%

Savings on ad spend expected in 2021

200

Hours of manual work saved annually

"The part that impressed me was how simple it is to set up. Basically, it was as easy as just copying the javascript code to the page. That was pretty neat and kind of a genius way to do it because you have other software that is much more complicated!"

IMMEDIATELY

after setting up his first automated A/B testing experiment. Harald noticed a 12% increase in leads: increasing the conversion rate on his client's website from 30% to a WHOPPING 42%.

For Harald, having AutoOptimize take care of the manual process of optimizing his clients' landing pages means more revenue for his clients AND more revenue for his agency -a win-win situation helps everyone grow!

After a few more rounds of testing various button texts, colors, headlines, and more (with the least amount of effort and programming knowledge), he was able to decrease his cost per lead from \$6 to just \$3, increasing his Return On Ad Spend from 12x to a record 25x!

"I'd say AutoOptimize will realistically be responsible for about \$75,000 of the projected revenue our agency expects to earn in 2021. Most of which would be to the savings on ad spend. Had I not found AutoOptimize, I would have missed out on potential gains, and at the same time, I would have been using the built-in split-testing functionality on our various landing page properties -which in many cases, wouldn't track properly."

For 2021, Harald expects that with AutoOptimize SIGNIFICANTLY lowering his Cost Per Lead and removing the need for manual A/B testing, his agency will save approximately 30-35% on ads and about ~200 hours in staffing for the year!

Want results like Harald's for your own agency?

AutoOptimize is an easy-to-use platform that can automatically conduct a variety of high-performing A/B tests that have been proven to increase your conversion rate by at least 30%.

AUTOOPTIMIZE COMES PRELOADED WITH OVER 50 TEMPLATED A/B TESTS, INCLUDING:

- Adding a benefits bar
- Adding a wavy underline to headlines
- Animated headlines vs. static
- Different button colors
- Hiding the navigation bar

And SO MUCH MORE...

The best part?

It takes less than 15 minutes to set up, NO technical knowledge needed, and you can use it on UNLIMITED domains.

So what are you waiting for? It's time to start showing your clients REAL RESULTS now. Don't leave money on the table!

Try AutoOptimize today.

START AUTOMATION NOW