

How an Online Audiobook Store Increased Trial Sign-ups from their Web page by 22%

Trial Start Rates of New Customers Were Stagnating

As the largest audiobook producer and retailer in the United States, this brand leverages its website to drive sign-ups for a 30-day free trials – the linchpin to their customer acquisition strategy.

Looking to stir up stagnant sign-up rates, their marketing team was after game-changing improvements in conversion rates from site visits to trial subscriptions. Since a/b tests only moved the needle so much, they needed a scalable solution that advanced their testing strategy, produced deeper customer insights, and drove long-term impact on their key business challenges.

Their Challenges



Stagnant Conversion Rates

From site visitors to trial sign-ups.



Limited Insights

Into what messaging inspires customers to start a trial.



Insufficient Testing Environment

Deploying one a/b test at a time.

Why Persado

This global technology organization turned to Persado, who uses data science and AI to generate the most compelling marketing creative, to innovate how they craft and experiment customer communications and truly harness the power of words across the customer journey.

After signing on for a three-month pilot, their marketing team began applying the power of AI across multiple channels starting primarily with web pages. For every campaign, they used AI to test thousands of variants with just one test. After running a multitude of experiments, the marketing organization produced unprecedented uplifts in engagement and conversions.

AI Helped their Marketing Team Drive Superhuman Results



2,048 PERMUTATIONS
EXPLORED



513 K IMPRESSIONS

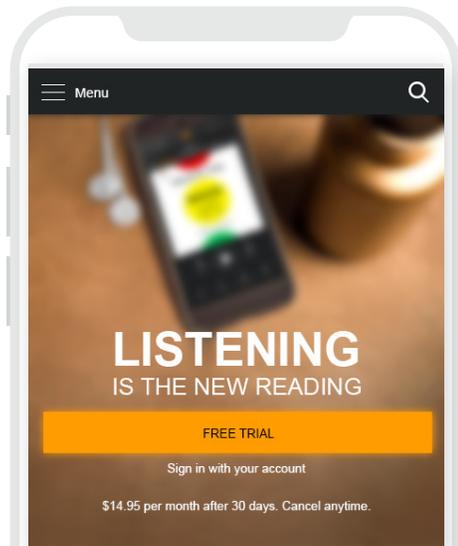


62% LIFT IN CLICK
RATE



22% LIFT IN TRIAL
START RATE

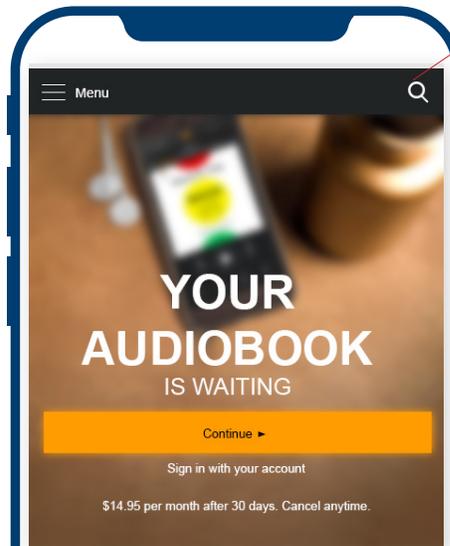
CONTROL



0.24% TRIAL START RATE

7.96% CLICK-THROUGH RATE

PERSADO



0.29% TRIAL START RATE

12.89% CLICK-THROUGH RATE

➔ +22% LIFT IN TRIAL SIGN-UPS

PERSADO INSIGHTS

+ HEADLINE

Persado tested several headlines, each featuring a different emotion. Ultimately, the headline accounted for 17% of overall performance, and Curiosity drove the greatest engagement.

+ CTA

The CTA impacted variation in engagement the most—by nearly 70%. Out of four unique variants, prompting customers with “Continue” drove the most sign-ups.

+ DESCRIPTION

Their team explored several descriptive variations of the benefits. Yet, contrary to hypothesis, this did not significantly impact contribution (just 2.93%).

+ FORMATTING, POSITIONING & IMAGERY

Neither rearranging the order, varying the formatting, nor testing different images impacted engagement significantly.

Looking Forward

“Testing these many things on our website on our own would take over a year to complete,” noted their Senior Marketing Manager. Using Persado’s platform, their marketing team got a year’s worth of testing data in a single cycle and strong results to boot.

Looking forward, this global audiobook producer plans to implement Persado-optimized language across their email, Facebook, and web channels. Equipped with AI, the marketing team can position this brand ahead of competitors in user experience and multichannel marketing while making a material impact on their conversion and revenue targets.



A strong web presence is essential to our marketing efforts and we’ve been able to achieve impressive results using Persado’s AI to optimize our content. We saw a 22% uplift in trial starts using their copy on our web page, which is significantly improving our ability to convert the traffic we’re sending to our site.

—VP of Marketing

About Persado

Persado is reinventing digital marketing creative by applying mathematical certainty to words, the foundational DNA of marketing. By unlocking the power of words, companies win every digital marketing moment, experiencing dramatic new levels of brand engagement and revenue performance across every channel.

For more information about Persado or to schedule a demo, please visit persado.com and follow Persado on [Twitter](#) or [LinkedIn](#).