



CustomerMining
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CASE Study: Lead Generating Marketing



Challenge:

Covad Wholesale Services provides a comprehensive, nationwide, wholesale broadband services platform that enables you to offer a wide range of access and hub aggregation services, including Ethernet, nxT1, and xDSL to complete your portfolio and footprint for revenue maximization in a cost-effective manner. Covad invested 100k per month to drive prospects to the online landing pages that did not result in a high rate of conversions to leads.

Strategy:

Analyze prospect activity on current landing pages, gather information from internal sales team on conversion rates by source and review competitor pages for comparison. CustomerMining would build a testing matrix with landing page variables to measure response and conversion rates. The testing program would deliver the highest achieving landing pages for Covad.

Program Tactics:

- Simply the CTAs on landing pages
- Focus copy to deliver key drivers for conversion (benefit to the customer)
- Creative a connection with the target audience with graphics and visuals
- Set up test landing pages with creative and message variables within set timeframes for measuring results
- Review data , optimize and retest

Target:

Small to Medium size business owners, IT professionals and office managers

Solution:

Develop landing page that moved the prospect through the sales process from information gathering to contacting Covad.

Results:

Customer quote “We are getting responses never before experienced. Phenomenal success...thank you!”

Budget:

\$10k

ROI:

Deliver qualified leads to sales through registration of whitepaper, eSeminar and contact form.