

CASE STUDY: Learn How This Ecommerce Biz grew Sales Conversions a HUGE 50%



Imagine how good FOMO would feel if you boosted sales conversions by 50% in the next few months?!

Get interesting story, the story founder/marketer/content director at One Third Stories about their 50% jump in sales conversions by 50% in just months. Below you will read his (first words) the good, the bad and the ugly. Nothing has been held back!

First, establish the video...
Then read the Case Study below...



READ the Case Study: How One Third Stories gained a massive 50% jump in Sales Conversions using Popcorn Metrics

Case Study: Jonny at One Third Stories

Company:
One Third Stories

Name:
Jonny Pryn

Work Role / Position:
Co-founder & Creative Director

LinkedIn Profile:
<https://www.linkedin.com/company/onethestories/>

Website(s):
<http://www.onethestories.com>

Twitter:
<https://twitter.com/onethestories>

Facebook:
<https://www.facebook.com/OneThirdStories/>

How big is your team?
3

How long have you been in business?
+3 Years

QUESTION: What challenges were you trying to solve?

We were making a big push to improve our email marketing by offering a free ebook to potential subscribers as a lead magnet. We wanted to identify each individual as they signed up, tagging them with their names and email addresses so we could track their engagement across the rest of the site and communicate with them effectively.

"We were really struggling (with) engagement across the site and 500,000% to them effectively!"

But with a small publisher, not a big business, so this seemingly simple task was giving us a massive headache.

Plus, we had you know, with their company recently valued at more of £2,000,000 last, Jonny and his colleague the Director had lost their previous investor Peter Jones, so the YouTube Channel was out of respect for their existing investors!

QUESTION: How were you solving the problem before you used Popcorn Metrics?

I spent hours tinkering with Google Tag Manager today and find a solution but, as a non-developer, I was in over my head.

Without a valuable implementing email marketing would be for our company but just could not get things set up the way we wanted. It was frustrating to say the least!

QUESTION: What was the previous solution costing your business?

Without properly understanding our potential customers and how many leads were increasing without website, we had a conversion rate of under 2%, which is pretty poor!

By looking at our customer journeys using the data from Popcorn Metrics and implementing email marketing correctly, we were able to boost that to a 3% conversion rate of people who landed on our website actually becoming paying subscribers. So Popcorn Metrics helped us boost sales by 50%, which had a huge impact on revenue!

"Looking at our customer journeys using the data from Popcorn Metrics and implementing email marketing correctly, we were able to ... boost sales by 50%!"

To implement everything we set up with Popcorn Metrics without such an help to our list we wouldn't have been looking at thousands of pounds of developer fees which only take it another money but it's saved us some too!

"Without such an easy to use tool we would have been looking at thousands of pounds of developer fees!"

QUESTION: What would have happened if you did not identify a solution?

At the time we started using Popcorn Metrics, I don't think we should have afforded the huge upfront cost of a developer to do the work for us.

Our conversion rates wouldn't have gone up to 50% and the growth of the business would have been significantly stunted.

QUESTION: How did you hear about Popcorn Metrics? What made Popcorn Metrics stand out as a potential fit for your needs?

I was frantically googling around trying to work out how to implement the code on our site to identify users as they browse when they signed up as an email lead.

Popcorn Metrics came up and it was an immediate "bright" moment because not only did it solve that particular problem, it also meant we could start tracking just about everything else our customers were doing on our website.

"It was an immediate "bright" moment because ... we could start tracking just about everything our customers were doing on our website!"

- Which products were people browsing?
- How long were they lingering on our website for?
- Did they navigate the site using the links at the bottom or the top of the page?

I realised Popcorn Metrics could help us answer all these questions and more.

"Popcorn Metrics could help us answer all these questions!"

The real standout feature was that I could do all that without having to hire myself and trying to mess around with code.

I saw a few screenshots of the way Popcorn Metrics worked with just a few quick clicks and everything much told on the spot.

QUESTION: What was most important to you when evaluating your options? What other solutions did you consider?

The most important thing to me was ease of use.

I wanted to get my analytics working more effectively and then get on with making books and growing my business.

"All the other "solutions" I looked at were way more complicated!"

All the other "solutions" I looked at were way more complicated and some even meant changing my data analysis tool to something other than Google, which was I wasn't keen to go through the headache of.

QUESTION: What was your decision making process for choosing Popcorn Metrics? Who was involved in the selection process?

It was a very quick decision.

I came across it early in my search, realised it did everything I needed it to do and more and understood almost straight away.

We had a free trial at the beginning but after the first hour or so of using it knew it was a business were going to keep paying for.

"After the first hour ... I knew it was a tool we were going to keep!"

QUESTION: What were your initial hopes or expectations for Popcorn Metrics? What difference did you expect Popcorn Metrics would make?

My first requirement of Popcorn Metrics was to be able to capture the information users put into a sign up form and pass that data back to me.

Popcorn Metrics allowed me to do that in under 5 minutes.

After that, I quickly realised I could tag my own website with ease.

We'd known how many people were watching the video on our webpage, how many of our customers actually clicked on the button to download their audiobook, who clicked on a section to learn more...

So my hope quickly became that we'd be able to understand more about our customers using Popcorn Metrics, which was certainly delivered upon.

QUESTION: How easy was it to setup Popcorn Metrics? How long did it take to get up and running? Who was involved in the process?

As I've mentioned, we're not a tech team by any stretch, no huge previous knowledge, of Wordpress, HTML, CSS etc but things don't have to get too complicated before he out of my depth.

Thankfully, installing the Popcorn Metrics script in the header of my site was easy.

It was just like installing a Facebook Pixel or Google Analytics on the whole thing was up and running in 10 mins.

"Installing the Popcorn Metrics script was just like installing a Facebook Pixel or Google Analytics!"

I went through the guided tour for Popcorn Metrics, which gave me everything I needed to know to start tagging things up.

I think I went from signing up to installation to having my email form problem solved in less than an hour.

"From signing up to installation to having my email form problem solved in less than an hour!"

When I'd solved a couple of problems I was having trouble tagging an Optimizely popup form I got in touch with support and the Popcorn Metrics team sorted me out for me in less than 24 hours.

In other, the whole thing couldn't have been much simpler.

QUESTION: How is Popcorn Metrics helping you save time and increase productivity? In what ways does this enhance your competitive advantage?

Popcorn Metrics is saving us thousands of pounds each month in web developer fees.

"Saving us thousands of pounds each month in web developer fees."

Whenever think of a new feature for the site we can build it ourselves then use Popcorn Metrics to actually track how potential customers are engaging with it.

The whole thing is so simple it takes about 15 mins to get a new webpage tagged up properly meaning I can focus on other areas of the business.

"The whole thing is so simple ... I can focus on other areas of the business."

QUESTION: How long did it take for you to start getting results from Popcorn Metrics?

We had a better insight into the way our customers were behaving within 24 hours of getting Popcorn Metrics installed.

The real difference came over the next couple of months though as we were able to see how leads started to our email marketing over time.

So, for example we can call to action buttons on each version of the landing page potential customers were sent to through email marketing.

By tagging up each of these buttons with Popcorn Metrics, we could see which of these call to action buttons were clicked on the most and infer which of these versions had the biggest impact on a customer's decision to purchase.

"We could see which version had the biggest impact on a customer's decision to purchase!"

We moved the most clicked one closer to the top of the page and the number of visitors to the page converting to subscribers went up.

Using Popcorn Metrics, we also saw just how many visitors to the page were watching the video and were able to work out that those who did were much more likely to convert.

So we put more videos on the landing page and watched conversion rates move up a little bit again.

"Each of these small changes gave a boost to overall conversion rates!"

By using Popcorn Metrics to understand what it was about our site that converted customers to buy our product, we were able to keep making small changes to our landing pages.

Each of these small changes gave a boost to overall conversion rates and it really is amazing how all these little jumps add up to significantly more revenue!

"Seeing how all these little jumps add up to significantly more revenue!"

QUESTION: Is there a particular aspect of the product or service that you rely on most? Who on your team is using the service?

The fact that everything is point and click means it's individuals quickly get detailed analytics set up for any new page.

"It's unbelievably point and click means it's individuals quickly get detailed analytics set up!"

We and our Marketing Manager will both use it on our landing pages, tag it all up and see how people are actually responding.

We tend to use it a lot in the product as well, which is great for individual customer journeys.

QUESTION: How has Popcorn Metrics achieved, exceeded or fallen short of your initial objectives?

Popcorn Metrics does exactly what I wanted it to do when I first stumbled across it.

The best thing about using it is the team grows to everyone you show it to can master the tool in about 10 minutes.

"Everyone ... can master the tool in about 10 minutes!"

The whole team feels empowered to answer their own questions about our customers by getting analytics set up themselves using Popcorn Metrics.

"The whole team feels empowered to answer their own questions about our customers!"

QUESTION: What is the single biggest reason you would recommend Popcorn Metrics?

Ease of use.

Using Popcorn Metrics is like giving your existing analytics superpowers without having to touch a line of code.

"Popcorn Metrics is like giving your existing analytics superpowers!"

QUESTION: Anything else you would like to add?

Popcorn Metrics is such an easy to use tool that solves a real problem for small non-technical teams.

I really can't recommend it highly enough.

"I really can't recommend it highly enough."

P.S. Want to understand user behaviour on YOUR website?

Like any growth hacker worth her salt, are you trying to optimise your website conversions?

Do you want insights on your website user behaviour? Or to see which behaviour is most likely to lead to a conversion? Or to a better conversion funnel?

Or are you trying to measure which is your best revenue channel? Click below to find out how.