

Case Study Mailjet GmbH:

How Mailjet increased its turn rate from free trials to paying subscribers by 75%



About Mailjet:

- Mailjet is a French email marketing platform founded in 2010. Mailjet is a cloud-based email delivery and tracking system which allows users to send marketing emails and transactional emails. In October 2019, Mailjet was acquired by the U.S. email marketing platform Mailgun.

Goals:

- Increase overall number of paying service subscribers (aka "paid leads"), maximize number of paid leads and optimize turn rate from free trials to paid leads
- Identify and enter new international markets worldwide, as well as grow and defend existing markets, especially in EMEA, NA and SA

Procedure:

- First of all, Smarketer implemented a tracking solution using Google Ads conversion tracking and Google Analytics event tracking, which allowed us to distinguish between free trials and paid leads. These two kinds of leads obviously had different value to the business.
- Based on these distinguishing tracking data, we have been able to gain a deeper understanding of the customer journey regarding search queries, keywords, ad copies, campaign types, cross channel dependencies, website behavior and other aspects, which were crucial to increase the business impact of Google Ads investments.
- 3rd party bidding tools complemented by Google Ads scripts helped us to set ideal bids - until Google's smart bidding algorithms eventually were able to outperform 3rd party bidding tools and scripts alongside manual bidding.
- In collaboration with Google, we reinvented the way in which campaigns have been set up for manual bidding and 3rd party bidding tools. Our aim was to compress the tracking data in the least amount of campaigns possible in order to max out the capabilities of Google's smart bidding algorithms. Since Google got the deepest insights in web user behavior and corresponding data possible and conceivably had the most resources to further develop smart bidding technologies, we were sure that this step would be a game changer.

Conclusion:

+139%

YoY websites traffic growth

YoY we grow the traffic to Mailjets websites by 139% without increasing the overall ad spending.

+21%

paid leads

The number of paid leads has been increased by 21%, remaining the cost per paid lead and underperforming our clients target cost per paid lead by more than 30%.

-31%

Cost reduction for the support of non-paying subscribers

Simultaneously, the number of free trials has been reduced by 1/3, eliminating 31% of the cost for servicing non-paying subscribers.

- **The turn rate from free trials to paid leads has been increased by 75%.**
- **Key to these results has not only been the use of new smart bidding algorithms thrown into the ideal campaign setup. We also tapped a complete new source for paying subscribers - The increased efficiency allowed us to make YouTube become the most performing non-brand campaign providing 2/3 of paid leads from Mailjets domestic market.**

The Story:

Mailjet came into our care four years after its establishment with a running Google Ads account. Budgets were allocated to the campaigns based on gut feeling and backend data was used to try and gauge the impact on the number of paid leads. In the end, the main task was to keep the competitors in check by booking strategically important keywords.

Only by focusing on economically meaningful KPIs did we begin to act in a targeted and sustainable manner economically via the turn rate from free trials to paid leads.

Thanks to the well-founded tracking concept, we were able to achieve initial successes, especially in the form of savings on unnecessary costs.

The most important thing was the realization that the desired results could also and above all be found via keywords and placements where we would not have suspected them. For example, music videos on YouTube are also consumed during working hours, which can make them suitable placements in the B2B sector. Such insights led us to significantly expand our strategy. While we limited ourselves to relevant keywords and placements at the beginning, we were able to expand our market significantly through new channels and placements.

Contact:

Smarketer GmbH
Alte Jakobstraße 83/84
10179 Berlin

Tel. +49 30 96 53 66 56 96
E-Mail: info@smarketer.de
Web: smarketer.de