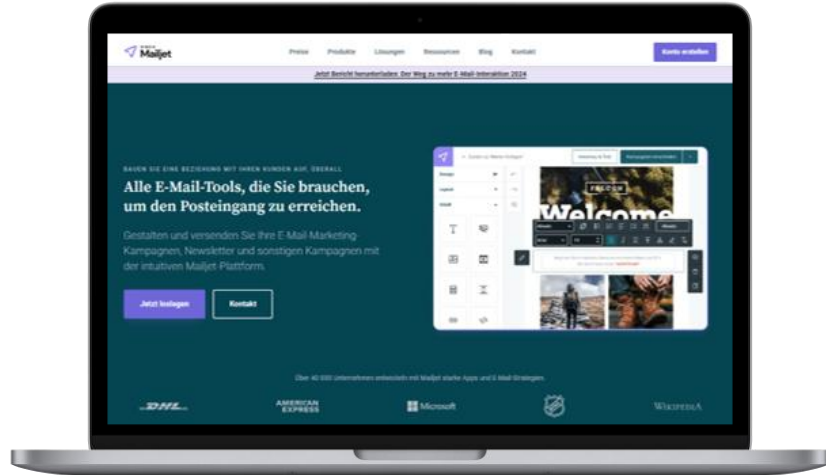# Finetuning conversion rates into paying subscribers

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:

The objectives encompassed a strategic surge in the overall number of paid leads. The plan aimed to not only augment these leads but also finetune the conversion rates from free trial users to paid subscribers. Additionally, there was a focus on maximizing these paid leads by optimizing the turn rate from free trials to paid subscriptions. Another crucial objective is the international expansion, particularly targeting new markets globally while growing and defending existing markets in EMEA, NA and SA.

Procedere:

Initially, Smarketer set up a dual tracking system using Google Ads and Analytics, allowing us to separate free trials from paid leads, each with their unique value. Armed with this targeted data, we dissected the customer journey, a move that was key in elevating our Google Ads ROI. While we started out using third-party bidding tools complemented by Google Ads scripts, we soon found that Google's smart bidding outpaced both the tools and manual adjustments. Teaming up with Google, we streamlined our campaigns to make the most of their smart bidding features.

Conclusion:

We turbocharged Mailjet's site traffic by 139% YoY without upping ad spend. Paid leads rose 21%, outperforming our target cost-per-lead by 30%. Our strategy increased the free-trial-to-paid-lead conversion rate by 75%. Key to this was not just smart bidding but also leveraging YouTube, which now provides two-thirds of domestic paid leads. Simultaneously, we reduced free trials by a third, cutting related service costs by 31%.

+139
YoY websites traffic

-31%
Cost reduction for the support of non-paying subscribers

+21%
Paid leads

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