

Driving Conversion Rate Up 345% and Cost per MQL Down 50% for Upper Hand

B2B

Facebook

Google

Upper Hand was created by coaches to simplify sports training. Whether conducting private and group lessons, hosting camps or clinics, or coaching a team, Upper Hand allows its users to configure the software to suit their business offerings.

345% increase in conversions

50% decrease in cost per MQL

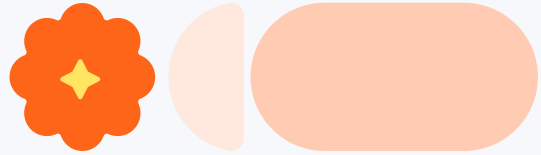
Challenge



We have been Upper Hand's partner since September 2023, strategically restructuring ad accounts, ensuring accurate conversion tracking, and conducting multiple tests and analyses to achieve stable performance.

In the beginning of 2024, **the team faced a decline in the conversion rate across all channels, and an increase in the cost per MQL.** It was decided to cooperate on improving these metrics.

Solution



Our team prepared a comprehensive **3-month strategy** to achieve the desired results, which included optimizing ad campaigns, as well as improving the conversion rate of the Upper Hand's website.

Increasing the Conversion Rate

Our approach to the challenge was following a 4-stage framework:

1. **Technical Evaluation.** We performed a thorough assessment of the website's technical aspects, including page load times, mobile responsiveness, and overall site performance.
2. **Analyzing Data Using GA4.** Using data from Google Analytics, we analyzed key metrics such as traffic sources, user demographics, and conversion funnels. This helped us identify patterns and trends in user behavior and areas for optimization.
3. **Behavioral Analysis.** We conducted an in-depth analysis of user interactions on the website using tools like heatmaps, session recordings, and click-tracking software. This allowed us to identify common user paths, points of friction, and areas of high engagement.
4. After analyzing the website, the team moved to conducting tests that consisted of these steps:

Step 1. Define Objective: Enhance user experience and increase conversions.

Step 2. Identify Variables: Form, form fields, placeholder colors.

Step 3. Create Variations: Develop two versions of the webpage and ensure the changes are significant enough to potentially impact user behavior.

Step 4. Set Up A/B Test with Crazy Egg.

Step 5. Launch the A/B test.

Step 6. Track Progress: Monitor the progress of testing and collect data on test outcomes.

Lowering the Cost per MQL through Paid Ads

Google Ads:

While our existing **Google Ads campaigns were generating great results**, we identified opportunities to further optimize and lower the cost per MQL:

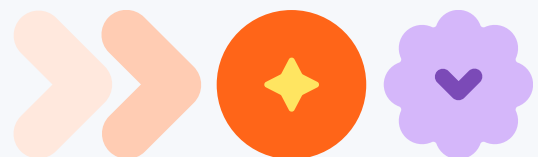
- **New Audiences.** We expanded our targeting to include new, high-potential audiences for video and display campaigns. By reaching out to previously untapped segments, we were able to attract more qualified leads.
- **Creative Updates.** We refreshed our ad creatives, focusing on more human-centric visuals and messages. This included updating banners and videos to make them more relatable and engaging for our target audience.
- **Ongoing Optimization.** We continued to fine-tune our campaigns by testing bid strategies, refining keywords, and enhancing ad extensions to ensure we were capturing the most valuable traffic at the best possible cost.

Facebook Ads:

To further reduce the cost per MQL and avoid ad fatigue, we implemented several strategic changes:

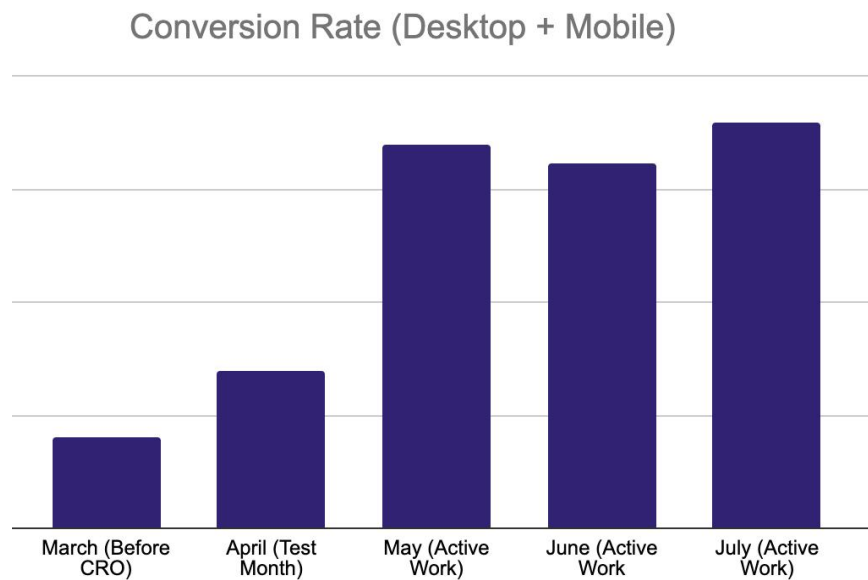
- **Message Testing.** We tested new ad copy and images to keep our content fresh and engaging. This included experimenting with different messaging angles to see which resonated best with our audience.
- **Audience Expansion.** We explored new audience segments, leveraging lookalike audiences and interest targeting to find users similar to our existing high-value leads.
- **Creative Refresh.** Similar to our approach with Google Ads, we updated our Facebook ad creatives with new visuals and videos to maintain user interest and drive higher engagement.

Results

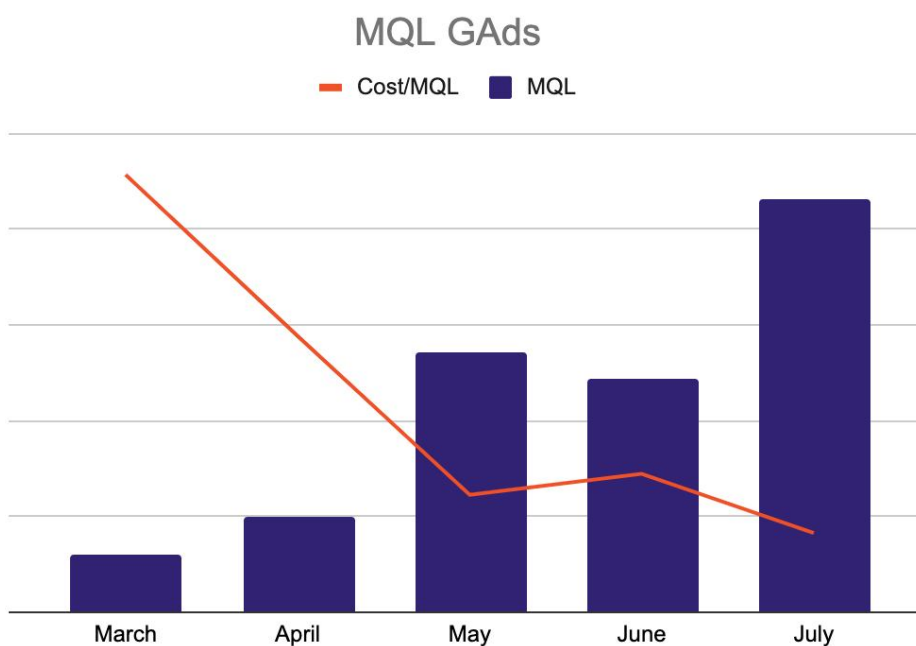


Within **the first month** of implementing our strategies, **we saw a significant**

improvement in the website's conversion rate (by 345.34%). This success led us to finalize the test and deploy the new and improved lead form. Following this, we conducted further hypothesis testing and introduced additional enhancements to the website content, boosting overall engagement and conversion rates.



Moreover, the targeted optimizations in our paid ads, alongside our comprehensive Conversion Rate Optimization efforts, **resulted in a noticeable reduction in the cost per MQL for both Google Ads and Facebook Ads (more than 50%).** These combined strategies not only achieved our goals, but also established a robust foundation for sustained performance improvements.



SQL FB Ads

— Cost/SQL ■ SQL

