

Thruline Uses WEVO to Encourage Risk-Taking in Hesitant Clients

Thruline Marketing offers a full suite of agency services including digital and traditional media, SEO, research, consulting and inquiry generation. Thruline has helped a variety of the fastest growing higher education institutions increase scale and enrollment. The company helps schools excel at reaching the right students through data-driven marketing campaigns. Since its beginning 30 years ago, the company has been and continues to be dedicated to helping people attain rewarding careers through education and training. Thruline is headquartered in Lenexa, Kansas. Visit www.thru-line.com to learn more.

The Problem

Driving growth often requires bold strokes and big changes but due to the large investment required, one of Thruline's top clients was hesitant to take any big risks. As a result, Thruline constantly created multiple mock-ups, revisions, and iterations before reaching design approval from the client. Thruline needed a way to quickly validate their ideas and reassure their client that the suggested changes, while risky, would make a significant positive impact on their page's performance.

WEVO's findings mitigate the risk.

*—Casey Liddle,
Managing Director*



The WEVO Solution

With WEVO, obtaining client approval is no longer a difficult or cumbersome process. For their risk-averse client, Thruline first used WEVO to diagnose their current site and then used the insights WEVO found to inform the design changes of their new site. Next, WEVO was able to compare the two sites and show how the audience feedback significantly improved using their new design. With WEVO's data-based analysis backing up their recommendations, Thruline was able to reassure their client that the suggested changes would be well-received by their target audience.

The addition of WEVO's data-driven recommendations significantly decreased the time it took to get from the design stage to client approval. **“With WEVO it takes way less time, and streamlines everything,”** says Casey Liddle, Managing Director at Thruline. WEVO validated that Thruline's suggested design would work before it was even coded, taking the stress out of making big changes for the client. **“WEVO’s findings mitigate the risk,”** says Casey.



The Results

With WEVO, Thruline is able to assure clients and prospects that they can get large landing page projects done quickly and successfully. In fact, with WEVO, Thruline is able to launch pages in **50%** of the previous speed to market time. Thruline is able to test and validate their mock-up designs and oftentimes receive client approval with little to no changes. As a result, clients can make informed decisions with confidence and launch with higher converting web pages. Since using WEVO for their client's homepage, Thruline saw the page's conversion rate increase by **18%** within 90 days of launch, contributing to over 1,200 inquiries.

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Stop Guessing. Optimize Website Experiences **Before** Going Live.

WEVO is the first company to optimize website experiences **BEFORE** going live. WEVO was created in response to marketer's frustration with existing tools that require considerable time, resources, and guesswork in an attempt to increase conversion rates. Leveraging Artificial Intelligence and a proprietary behavioral model, WEVO diagnoses webpages without the need for live traffic or integration, pinpointing the reasons preventing more customers from converting.

Get in touch with the WEVO team today

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