

Need Leads? Head to MassLive Media. When MassLive Media Needs Insights? They Head To WEVO.

As a full-service digital agency, MassLive Media's customers expect tactful recommendations when it comes to creating an optimal, lead generating, digital experience. For MassLive Media, their goal is not only to boost their customers' leads but to also attract and engage a diverse range of audiences interested in higher education, non-profits, travel and tourism, and more.

The Problem

Rather than getting bogged down between differing opinions and gut-feelings, MassLive Media needed a data-based foundation to guide discussions on what will ultimately improve clients' web pages with all different backgrounds, offerings, and target audiences. After trying the traditional A/B testing route, they found the process took too long for busy clients and did not provide clear, actionable results.

The insights are so rich
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—Rob Madrid,
Director of Digital Strategy

The WEVO Solution

By adding WEVO to their product offering, MassLive Media is now able to share objective and actionable landing page insights with their clients, all while having a faster turnaround time when compared to traditional A/B tests and without the need for live traffic. Using WEVO's results as a 3rd party to validate what is or isn't working on a web page, MassLive Media is able to conduct more productive conversations on improving landing page designs. "With WEVO, you're not guessing anymore," says Rob Madrid, MassLive Media's Director of Digital Strategy, "it's nobody's hunch. WEVO allows it to not be about your opinion, but an objective resource to confirm your suspicions."

Before making any decisions or even considering website changes for their clients, MassLive Media uses WEVO as a diagnostic platform to assess the clarity, appeal, relevance, credibility, and experience of their clients' current landing pages. WEVO is able to pinpoint exactly what is or isn't working and provide actionable insights based on the target audiences' direct feedback.





The Results

Based on WEVO's recommendations and insights, MassLive Media helped improve two of their clients landing pages by adding clarifying information and more relatable imagery. After these data-driven changes were implemented, both sets of landing pages were optimized to engage visitors and drive conversion. After seeing success with these first two projects, MassLive Media now offers WEVO to all their customers knowing how effective it is at diagnosing web page problem areas and providing actionable insights to improve conversion. WEVO is particularly loved by MassLive Media's most lead-focused clients. "The insights are so rich...", says Madrid "that you can continue to reference them beyond that one test."

Today, MassLive Media offers WEVO as a differentiator both to build trust and add value for existing customers and to attract new customers. In the highly competitive digital agency space, WEVO allows MassLive Media to offer their customers the latest, most effective solution in landing page intelligence.

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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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