

TribalVision Uses WEVO To Differentiate Their Agency Against Competitors and Win New Business



The Problem

As an outsourced marketing department for hire, TribalVision's mission is to help organizations grow. Even though TribalVision is uniquely positioned as a contracted resource, the company operates in a highly competitive advertising agency space. Therefore, winning new and retaining existing clients oftentimes requires the company to pitch and respond to requests for proposals, or RFPs, from various businesses.

One of TribalVision's longtime global non-profit clients decided to hold a competitive bid process for a new 3-year partnership contract. Up until this point, TribalVision successfully serviced this business with high-touch client management and drove strong results with their digital marketing campaigns (beating projections over the past few years). Even with these positive results, the client put the new 3-year contract up for bid and TribalVision had to defend their role as the client's best marketing choice.

TribalVision wanted a way to quickly differentiate themselves from their new competition and squash the idea that only hiring a new agency brings new ideas.

The WEVO Solution

WEVO provided an opportunity to truly differentiate TribalVision from other bidders by analyzing the non-profit client's web page and the page of their top competitor. This provided TribalVision with key knowledge of how the page works (and doesn't) for donors and what changes could significantly improve page performance and consequently, impact donations.

WEVO quickly identified what wasn't working on the client's page and what information merited more attention. For example, WEVO's insights found that the client's audience felt their main donation page didn't meet their needs regarding trust/use of donations. The audience expressed that the site needed to clearly show the impact and efficiency of the donated funds in order to increase trust. ["The analysis gave us actionable recommendations sourced directly from our client's target audience. That kind of insight, especially being able to acquire it so quickly, simply hasn't existed until WEVO,"](#) says Damien Cabral, Partner and Co-founder of TribalVision. Even with a challenging audience such as prospective donors, WEVO enabled the client to see their page from their audience's point of view while simultaneously generating suggestions on how to effectively engage and convert website visitors.

WEVO also uncovered that some visitors felt the visual elements on the page could be improved by better empathizing with the subjects of the cause. WEVO provided helpful analysis, and actionable recommendations to improve the page by offering insight into the donor mindset. Analysis on the audience's responses to the client's page and the competitor's page helped highlight elements that were leading to higher potential conversions.



MARKET SMARTER.



The Results

TribalVision was able to differentiate themselves in the competitive RFP process by bringing more than just the ‘next big idea’ or creative poster boards to the pitch - they brought data-backed recommendations. “In an industry where clients are constantly looking at bottom line conversions, the ability to present ideas supported by solid data is crucial to the success of pitching new marketing strategies. WEVO gave us the exact data-driven recommendations we needed to stand out,” says Cabral. WEVO provided real insights from prospective donors who had a high probability of dramatically increasing conversion rates and donor dollars to the client’s website. WEVO served as a vital tool to distinguish the agency from the rest of the pack.

WEVO gave us the exact data-driven recommendations we needed to stand out.

*-Damien Cabral,
Partner and Co-founder*

This kind of insight, especially being able to acquire it so quickly, simply hasn’t existed until WEVO.

*-Damien Cabral,
Partner and Co-founder*

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

success@wevoconversion.com

www.wevoconversion.com