

Case Study



Industry	Stage	Goal
Software Development	Start-Up	Growth

UserEvidence is a SaaS platform that arms B2B vendors with verified customer evidence, proof points, and success stories to prove the value of their products. UserEvidence clients proactively capture feedback from customers, and then transform the positive feedback into an array of elegant marketing content assets.

What We Did

- ◆ HubSpot Marketing Automation Implementation
- ◆ Marketing Tech Stack Optimization & Integration
- ◆ Automated Lead Nurturing Email Campaigns
- ◆ Lead Scoring Model
- ◆ Content Marketing
- ◆ Social Media Strategy & Management
- ◆ Paid Google & LinkedIn Ads
- ◆ Full Funnel Attribution
- ◆ Conversion Rate Optimization
- ◆ Marketing Operational Strategy

Details

As a growth-mode start-up with an exciting disruptive product, UserEvidence needed to tell their story and carve out their foothold within their space. The Möve team became their marketing team early on driving the brand strategy, crafting hyper-relevant content, implementing operational excellence, and increasing lead-to-customer conversions. We transformed the way in which their team was leveraging HubSpot to nurture leads, score leads, and build a meaningful pipeline of best-fit opportunities.



18% increase in MQL-to-Opp conversions



2x increase in monthly website traffic to targeted content



20% of annual pipeline sourced through inbound digital marketing campaigns



Evan Huck,
CEO & Co-founder
@ UserEvidence



"I can't count how many sales (and potential investor) calls where the person has said something to the effect of, 'I see your stuff everywhere' or 'How big are you? You are all over the place.' We punch way above our weight in terms of brand recognition and content because of Möve."

