

Case Study



SITESPECT

Industry

Hybrid Experimentation

Stage

Start-Up

Goal

Growth

SiteSpect is leading the advancement of customer experience management through A/B testing, personalization, and product recommendations solutions. SiteSpect is empowering the world's most successful digital businesses to create a superior customer experience that drives revenue, reduces costs, and mitigates risk. With this mission, the SiteSpect team developed the first all-in-one digital optimization platform from the ground up.

What We Did

- ◆ HubSpot Marketing Automation Implementation
- ◆ Automated Lead Nurturing Email Campaigns
- ◆ Content Marketing & Blogging
- ◆ Social Media Strategy & Management
- ◆ Search Engine Optimization
- ◆ Paid Google & LinkedIn Ads
- ◆ Lead Scoring Model
- ◆ Full Funnel Attribution
- ◆ Conversion Rate Optimization
- ◆ Marketing Operational Strategy
- ◆ Sales Enablement Strategy
- ◆ Database Management & Hygiene

Details

When the Möve team partnered with SiteSpect, we immediately conducted a thorough HubSpot platform audit uncovering areas of opportunity and gaps that needed attention. While guiding the strategy around implementing new efficiencies within the marketing engine, our team swiftly designed a systematic approach to content production, social media amplification, and paid search campaign excellence driven by thoughtful SEO best practices and analysis. With a custom lead scoring model, expertly designed smart lead nurturing campaigns, and attribution reporting to track all agreed upon KPIs, we completely elevated SiteSpect's GTM approach.



50% increase in MQLs quarter over quarter, with a 30% MQL-to-SQL conversion rate



15% increase in lead form submissions quarter over quarter



20% increase in marketing email open rates quarter over quarter - showing improved positioning and engagement with key audiences



Average monthly increase in conversion rate on paid search leads of 22%



Mike Fradkin,
Director of
Product Marketing
@ SiteSpect

"In just a short time, Möve has really helped to organize and diversify our demand gen activity, content, & spend. The Möve team learns quickly, produces quickly, are professional in their interactions, and know their service renewals are based on results, so they bring to bear tools to track, report, and analyze a results-driven marketing program. All of this combined has resulted in a higher frequency, quality, and effectiveness of our demand gen content and effort, and has allowed our internal team to focus more on bringing domain expertise to the process and the overarching market messaging, positioning, & strategy."



Paul Bernier,
VP of Product
Management
@ SiteSpect

"Möve has been able to get up and running and understand our complex buyer persona in a short amount of time. I love the editorial calendars and the collaboration has been really good. The work across content generation, social media, and paid is showing promising results, while the updated tooling on GA4 and HubSpot has increased our visibility into any inbound activity. Overall a great team of talented individuals, I recommend them!"