

Accelerating high value customers for **Cloudways**.

Cloudways are a global managed hosting provider that prides itself on ease and performance. Used by businesses of all sizes to power their online presence.

Cloudways approached Bind Media following remarkable growth, becoming a market leader in their space. Their challenge, further expansion towards ambitious growth targets and optimising their new customer experience to convert more higher value accounts and increase their lifetime value.

78%

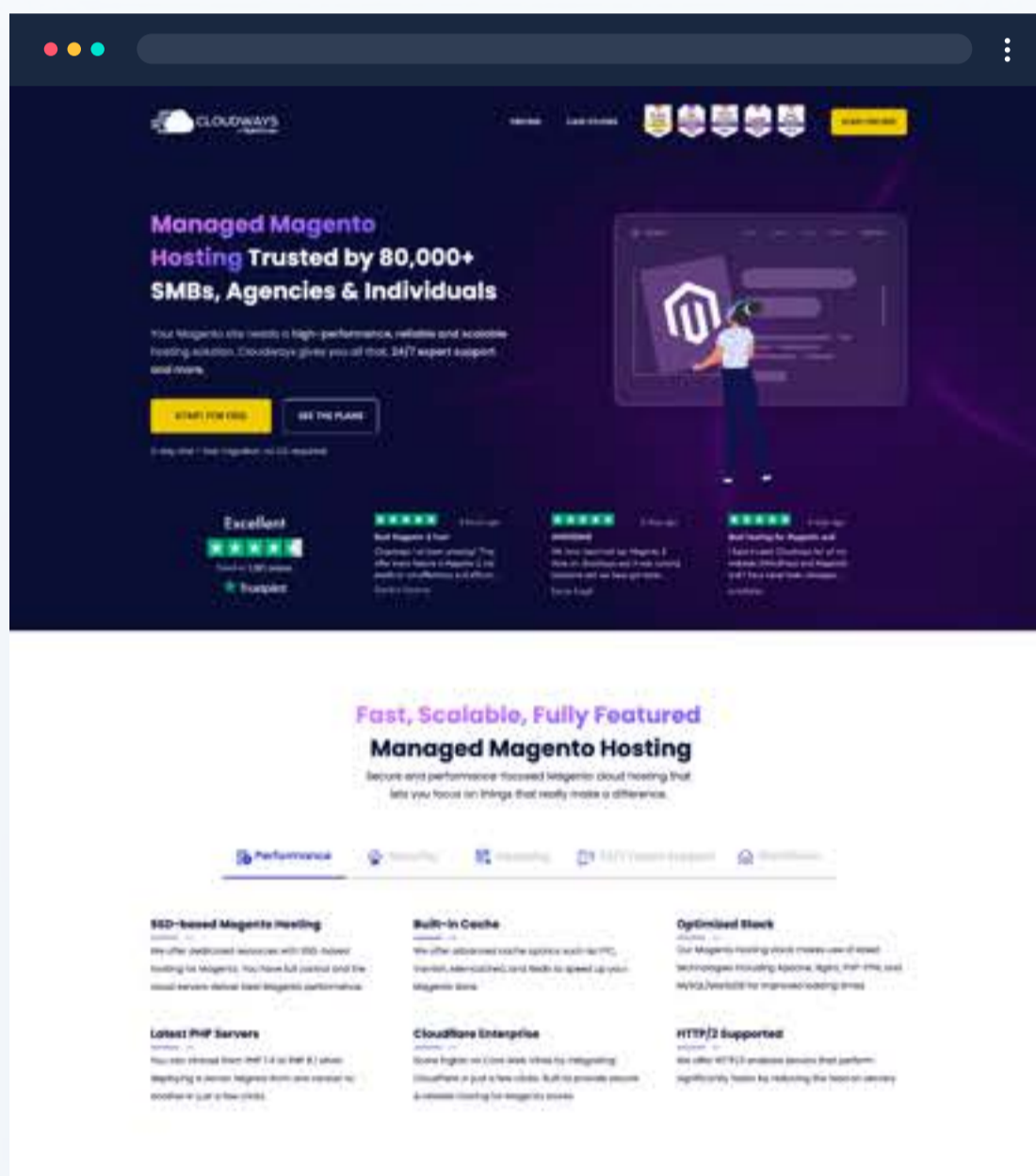
INCREASE ↑
IN CONVERSIONS

66%

INCREASE ↑
IN CUSTOMER VALUE

20%

INCREASE ↑
CONVERSION RATE



What we did

- ◆ Full account restructures
- ◆ Attribution and persona research
- ◆ Custom tracking that categorised users into 10 personas
- ◆ Bespoke bidding solution based on data
- ◆ Full conversion analysis and testing
- ◆ Landing page design and build

The results

Harnessing first party data to model and attribute high value customers, our approach **increased average customer value by 66% & conversions by 78%**. Our conversion team tested and optimised their on-site experience to drive more initial sign ups, and also designed new conversion focussed landing pages. **Cloudways were soon after acquired by DigitalOcean in a deal worth \$350m.**

WHAT THE CLIENT SAYS

Working with Bind Media has been a refreshing experience.

They managed Cloudways' paid media and broke my recurring experience about agencies lacking expertise and ownership. Bind Media's in-depth knowledge of the paid media landscape to drive SaaS growth and strong sense of ownership helped us achieve record numbers.



Joakim Holmquist, Marketing Director
Cloudways by DigitalOcean