



How a Few Changes to a Cyber Security Company's Website Tripled Conversions

a conversion rate optimization case study

Cofense

Data Privacy and Protection Platform

 webmechanix

Introduction

Cofense provides end-to-end, intelligent phishing defense solutions and is trusted by more than 50% of Fortune 100 companies. They signed on with WebMechanix because they wanted help with traffic generation, SEO, and lead generation. They faced three key challenges:

- Increasing branded traffic
- Organizing the layout of their site more effectively
- Converting visitors on their site

91%

increase in landing page conversion rate

100%

increase in white paper downloads

95.7%

increase in website conversion rates

Discoveries

WebMechanix discovered opportunities to improve the conversion rate. The team updated the landing page's design and language, introduced a pop-up modal on the site, and tweaked the modal's behavior for optimal performance.

“I wanted to send a note of appreciation for all of your help over the past week. It was one of the largest project launches we've put together in my years at Cofense, and you guys were key in delivering the Pricing piece and all of the help with forms/troubleshooting.”

– Ben Skelly, Creative Director at Cofense

How We Did It

WebMechanix noticed that Cofense's demo page converted well at 20%, but there was room for improvement. The page load time could be better, and the page didn't set expectations on the benefits of the demo.

Our marketing team updated a landing page to promote a "State of Phishing Report" that provided valuable information from the front lines. The new landing page used conversion rate optimization best practices.

- We modeled the landing page after webinar-style pages that list what an attendee will learn.
- We updated the messaging to show clear benefits, which gave visitors a concrete reason to sign up.
- We enhanced credibility by including awards and testimonials.
- We eliminated a distracting and confusing video.
- We moved the page to a subdomain to lower load time.

Our new landing page saw a conversion rate lift of 91%, with over 30% of visitors filling out the form.

WebMechanix deployed a modal on the website to promote the landing page that appeared several seconds before the average time users spent on a page (45 seconds). We prevented the modal from showing on the contact form, demo pages, the events page, and product pages so that we didn't interrupt people already on the "bottom of funnel" user path. These settings helped capture the widest audience



of engaged users while maintaining user experience.

Within 20 days (June 12 to 31), the website obtained 338 whitpaper submissions, a 100% increase from the previous period.



Later, we noticed the landing page saw a slight drop in submissions. Hence, we paused the pop-up on this page since it distracted visitors from converting.

The Bottom Line

In one business week, WebMechanix secured noticeably more leads than before by launching a new, well-designed pop-up and a demo landing page. WebMechanix leveraged its expertise in persuasive copywriting, web design, conversion rate optimization, and user experience to hit its goals.

Cofense was happy that WebMechanix delivered what they set out to. The successful boost in leads will help grow the business.



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