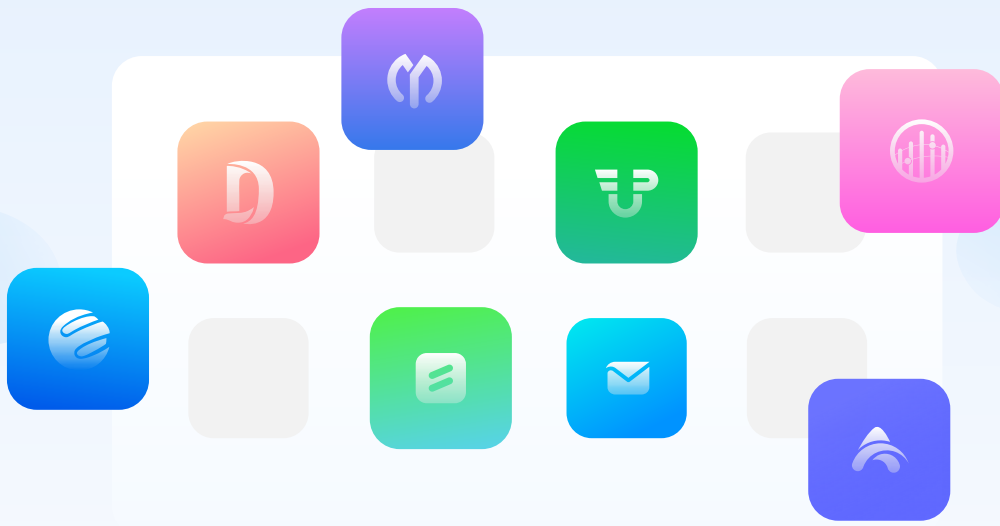


# Grow Your Business with Simple Hacks

Real Life Case Study

By weDevs Marketing Team



## About weDevs

weDevs is a WordPress Product company that specializes in developing WordPress Applications and SaaS products for increased productivity and automation. It is renowned for Dokan multivendor marketplace solution, WordPress ERP (WP ERP), WP User Frontend, WP Project Manager and some other exclusive WordPress products.

We never stop trying and testing new methods and in this ebook, you'll get to learn some of our recent growth methods that actually worked! Utilize them in your business as well if you find them suitable.



## How to increase your ROI by 5334% using a simple trick.

Do you think that getting a 5000% ROI in retargeting ads is impossible? Here at weDevs, we surpassed that with a small tweak. We wanted to boost our sales within a short period of time with the lowest spending.

So, we came up with this idea to our retargeting ad copy. We started using numbers instead of only texts in our ads.

## Duration of the test:

10 days

## The outcome of the test:

- Ad costs decreased by 15% in comparison with regular ads.
- The conversion rate increased by 2%.
- Achieved ROI 5334%!

**5 conversions generated a  
revenue of \$1250 where spending  
was only \$23.**



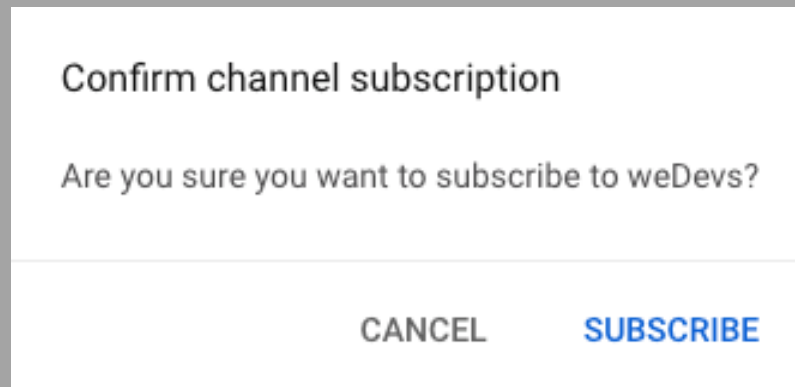
## Improve YouTube channel engagement over 117% with a simple trick

Let's start with a few significant stats to learn more about the YouTube platform:

- 1,300,000,000 people use YouTube
- 60% of users are in the 18-40 age groups
- 9% of business has a youtube channel
- The total number of hours of video watched on
- YouTube each month is 3.25+ billion

No wonder that a youtube channel is really important for your business. weDevs has its own youtube channel with over 1100 followers. To increase our channel's growth rate we used a simple trick. we just added a subscribing link to the youtube icon on our pages and email footers.

[https://www.youtube.com/user/wedevs\\_sub\\_confirmation=1](https://www.youtube.com/user/wedevs_sub_confirmation=1)



Test duration: 3 month

After the test, our subscriber growth skyrocketed. We crossed the 2000 subscribers within a short period. Not only the subscriber list grew but also the watch time increased by over 27%!



## **An Easy email hack would help you increase your CTR by 55%**

weDevs has more than 100,000+ email subscribers. We send newsletters, product updates, tips & tricks to our subscribers each week.

Recently we noticed that our CTR was going downwards. So we came up with an idea of changing the text link into a button. And it worked! With a single change in our email body, the CTR increased by 55%.

## Boost Your eCommerce Sales with Instagram (Guide For Entrepreneurs)

It may amaze you, in 2019 there are 3.48 billion social media users over the world. So, what can be a better option to spread a buzz everywhere rather than social media?

On the other hand, online shopping also gets popular day by day due to its easy transaction, handful options, and quick comparative analysis.

In this article, we will show you how to boost your eCommerce sales with popular social media like Instagram.

[Read More](#)

### Test duration - 14 days

- CTR for a text link: 23%
- CTR for CTA Button: 32%