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By Lee Constantine

LaunchBit empowers their customers to increase conversion rates and reach, according to latest case study

Las Vegas, NV – LaunchBit recently published a case study following their successful customer acquisition of Kinvey, a Backend as a Service provider that makes it ridiculously easy for developers to setup, use and operate a cloud backend for their mobile apps. The study examines Kinvey's success in reaching their target audience and achieving 10-25% on-page conversion rates all while lowering their cost per lead with the LaunchBit Enterprise Newsletter Advertising Network.

Click the link to view LaunchBit's latest customer case study:

[*Kinvey Connects with Hard-to-Reach Audience and Achieves 10-25% On-Page Conversion Rates at a Lower Cost per Lead with the LaunchBit Enterprise Newsletter Advertising Network*](#)

The case study supports LaunchBit's belief that the key to success is finding the most effective lead generation approach. It explains why Kinvey:

- chose LaunchBit as a proven partner
- feels empowered to increase conversion rates and reach
- is enjoying the returns of a cost-effective approach

Elizabeth Yin, CEO & Co-founder of LaunchBit, explains, "I previously did developer marketing and could definitely relate to Kinvey's challenge of reaching their target audience of developers in an authentic and scalable way. Through a combination of content marketing and lead generation through LaunchBit, I'm pleased we're able to successfully help them increase their leads."

Who we are

LaunchBit is a B2B ad network that works with over 4,000 publishers worldwide to help companies generate high quality leads through in-email ad placements, targeted blogs, and audience targeting on ad exchanges. To learn how you can cost-effectively grow your B2B leads, visit launchbit.com or read our blog at launchbit.com/blog.