kinvey

Kinvey Connects with Hard-to-Reach Audience and Achieves 10-25% On-Page Conversion Rates at a 9% Lower Cost per SQL with the LaunchBit Enterprise Email Newsletter Advertising Network

Since its launch in 2011, Kinvey has been making it easier for developers to create mobile and web applications for iOS, Android, and web-based platforms. But reaching and engaging prospective customers of its Backend as a Service (BaaS) is no small task. According to Brian Whalley, Director of Inbound Marketing for Kinvey, developers often ignore traditional advertising techniques. Moreover, because of their technical sophistication, they tend to use tools that block ads as they're surfing the web. To complicate matters, Kinvey must educate its target market about the value of its new offering.

Email-based ads prove their worth

As a startup staffed with savvy marketers, Kinvey is committed to moving prospects through its marketing funnel, shepherding them from early on-site conversions to sales qualified leads. It does so using a synergistic blend of content marketing and inbound marketing. The key to success is finding the most effective lead-generation approach. "We've tried a variety of industry-standard techniques, including Google AdWords, but saw a dismal return," explains Whalley. The company achieved some level of success through display ads on sites catering to developers. But it saw the greatest return on email-based ads. Whalley suspects this is because most developers likely read email via their mobile devices, where they see targeted ads with few distractions.

Opting for a proven partner

With plans to launch its second eBook – How to Make an App: Android Edition – Kinvey began evaluating vendors offering email newsletter ads. Having worked with LaunchBit in the past, Whalley made sure to include the vendor on its short list.

After conducting his research, Whalley went with LaunchBit again because it was the only vendor that would commit to a cost per click. "The other vendors offered only per-impression rates, which implied they didn't have faith in their lists and weren't able to reach the right audience," says Whalley. He also appreciated the low monthly minimum to get started with LaunchBit. The low entry point would make it easy for Kinvey to turn up its budget once it was certain it was reaching the right audience.

> "There are few partners I've continued working with as I've moved from company to company. It speaks volumes to LaunchBit's effectiveness that it was once again my vendor of choice,"
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> **Brian Whalley**
> Director of Inbound Marketing

Enjoying the returns of a cost-effective approach

The LaunchBit Enterprise Email Newsletter Advertising Network has proven a great success for Kinvey. In fact, Kinvey is seeing 10-25% on-page conversion rates with LaunchBit, a tremendous ROI in Whalley's eyes. Plus, Kinvey's cost per lead is much lower as compared to other vendors and sources it uses. And as the company has broadened its scope to include different audiences – such as the enterprise – it finds LaunchBit can help it reach its target market.

Whalley is able to repeatedly launch new offers with new ad campaigns, see immediate exposure and performance, and generate lots of names. "The LaunchBit Enterprise Email Newsletter Advertising Network is one of our better sources of leads. Moreover, it's the most cost-effective method for delivering new names in a repeatable fashion. In fact, we call it our $3 machine: we put $3 in and get a name out," explains Whalley.

Empowered to increase conversion rates and reach

In addition, because LaunchBit delivers a consistent flow of visitors, Whalley feels free to conduct A/B testing to determine what changes will lead to higher conversion rates.

With this insight, Kinvey can determine which ads pull best based on a number of factors. This capability is critical, empowering Whalley to confidently run ads in other places, such as on Facebook.

At the same time, Whalley appreciates the fact that LaunchBit eliminates the burden of tracking down different newsletters each month. "With many newsletters, we'll advertise for a couple of months and then take a break so we don't keep bombarding the same recipients. LaunchBit continually gets us in front of new prospective buyers, so we can run offers and keep the lead-generation machine humming. In fact, LaunchBit is a day-one ad partner whenever we launch a new offer," concludes Whalley.