



Targeted Upselling & Progressive Profiling Drive Incremental Revenue

THE COMPANY

Endurance International Group is a 2,500-person, publicly traded provider of cloud-based platform solutions designed to help small and medium-sized business owners succeed online. Endurance serves over 4 million subscribers through a family of brands including Bluehost, HostGator, Domain.com, iPage and more. The company provides a comprehensive suite of over 150 products and services that include web presence and domain registration; website design; mobile, email and e-commerce solutions; search engine optimization (SEO); and storage, backup and security services.

“I am a huge advocate of Evergage and recommend the platform to my colleagues regularly. Not only does it enable us to discover valuable information about our millions of subscribers, it also lets us immediately use that information to generate incremental revenue, save the company money and deliver a better overall experience. It’s been a real game-changer for our business!”

- Michael Kesselman

*EVP of Innovation and Strategy
Endurance International Group*



71% INCREASE
IN CONVERSION RATES WITH
TARGETED UPSELLING



PERSONALIZED PROGRESSIVE
PROFILING USED TO SURVEY
SUBSCRIBER BASE



SAVED MONEY
BY ELIMINATING THOUSANDS OF
SUPPORT CALLS

THE CHALLENGE

With such a large and diverse user base, Endurance faced challenges presenting relevant offers to its customers at the right time. The company relied heavily on email-focused campaigns that were broad in scope and difficult to personalize.

Endurance also wanted to capture better data about its customers and their product usage in order to make its products easier to use, reduce customer service costs, communicate with and educate customers more effectively, and deliver more targeted upsell and cross-sell offers. Endurance had originally planned to build an in-house solution until they discovered Evergage.

THE SOLUTION

With the Evergage Platform, Endurance is able to gather valuable insight and feedback from customers through the use of targeted surveys, as well as through the secure collection of detailed product usage and customer behavior data. Better data has enabled the company to develop richer segments and gain a deeper understanding of its customer base.

The company also utilizes this information to communicate and engage with its customers “in the moment” at different stages of their lifecycle. With Evergage, Endurance is able to provide real-time customer support and present upsell opportunities at the right place and time – while customers are logged in and using one of their online solutions. The company has seen numerous cross-organizational benefits and results from Evergage.

THE RESULTS

TARGETED UPSELLING THAT WORKS

While providing web hosting services to customers, Endurance saw an upsell opportunity to offer a premium website creation tool to specific audiences. Leveraging targeted Evergage in-app messages, the company saw conversion rates 4-5 times better than their traditional promotional email campaigns. And compared to a control group who did not receive the in-app offer, Endurance saw a 71% increase in the conversion rate, helping drive new revenue for the company.

PERSONALIZED PROGRESSIVE PROFILING

Endurance periodically surveyed its subscriber base to better understand their needs and satisfaction with the services. In an effort to both improve the response rates to their survey questions and dynamically adapt the user experience based on these responses, Endurance leveraged Evergage to display short, unobtrusive in-app surveys with relevant, targeted questions based on user behavior and prior responses. With a more informed and personalized progressive profiling approach, Endurance has seen a significant increase in survey question completions, as well as enhanced data accuracy and availability to multiple business systems. The company is also able to leverage this data for targeted in-app messaging and promotions, and systematically provide it to the sales team for more timely and effective follow-up and conversion of new opportunities.

SAVING MONEY WITH PROACTIVE SUPPORT

Endurance's HostGator brand found a great use for Evergage to reduce customer support inquiries and costs. The HostGator team identified common technical issues encountered by customers and used Evergage to proactively serve up tips and suggestions and the most relevant self-help articles. Now, if a customer needs help with their service, Evergage detects keywords or phrases associated with commonly encountered problems and can dynamically present messages directing them to the most appropriate resources. This way, HostGator is able to give the customer multiple options to resolve a problem – either self-directed or via its support organization. Using Evergage to improve customer support, Endurance estimates that it has already redirected thousands of support calls and online chats to self-help options in the first six months.

