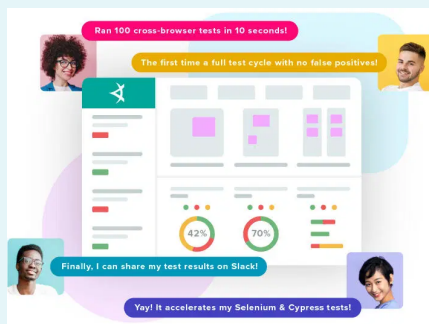




Clever Zebo Triples Lead Flow, Improves CPA 60%

CLIENT: Applitools, a Leading Provider of Test Automation Software

Clever Zebo was charged with improving digital ad campaign performance for Applitools, an AI-powered visual testing and monitoring platform used by web development teams worldwide.



The Challenge:

- Reach and convert test automation & quality assurance leaders
- Complex, noisy competitive landscape
- Pinpoint ideal marketing mix across demos, trials and event signups



The Story of Applitools

A leader in test automation since 2013, Applitools helps engineering teams build visually perfect digital experiences.

Their suite of AI-driven tools enables developers to catch bugs faster, improving quality and efficiency.

Clever Zebo was hired to take over holistic management of the online advertising program. Our goals were to scale spend efficiently, grow total lead flow, expand internationally and identify powerful new channels to attract high-quality customers.



3.5x More Conversions

Clever Zebo drove a 356% increase in overall conversions – demo requests and free trials – in our first quarter as Applitools' agency (compared to the baseline quarterly average).

We also improved Cost Per Acquisition (CPA) by 72% during that period.

72% Better CPA

- Instituted robust A/B testing program
- Installed accurate tracking from click to lead to opportunity
- Launched successful LinkedIn Ads program while improving Google Ads and Facebook Ads performance



76% More Leads

The second quarter since Clever Zebo took over digital ad campaign management saw a further uptick of 76% in overall conversions, and another 25% improvement in CPA, as we honed our A/B testing program.

328% Lift in YoY Conversions

Clever Zebo managed ad campaigns across three major platforms to a 328% increase in overall conversions – demo requests and free trials – in our first year as Applitools' agency.

60% Better CPA

We also improved Cost Per Acquisition (CPA) by 60% year-over-year.

Thousands of Event Signups

- Identified & tested industry-specific ad platforms to reach niche audience
- Drove thousands of live and virtual event registrations via bespoke ads
- Struck ideal mix between demo request leads, free trial leads, content downloads and event registrations

Summary of Results

Lead totals tripled under Clever Zebo's watch.

On the heels of this promising customer acquisition program, Applitools raised \$31M in Series C funding.



Found new, high-quality lead sources to drive growth.

Drove 72% CPA improvement quarter-over-quarter and 60% CPA improvement year-over-year.

“I just wanted to let you know how much I appreciate Jacob and the Clever Zebo team. [They’re] always quick to respond, quick to act, and always looking for ways to help us meet our goals!”

Pam Morgan
Demand Generation Manager, Applitools

[Clever Zebo](#) is an online marketing agency in San Francisco, specializing in paid ads management, SEO, web design and A/B testing. Want results like these? [Contact us](#).