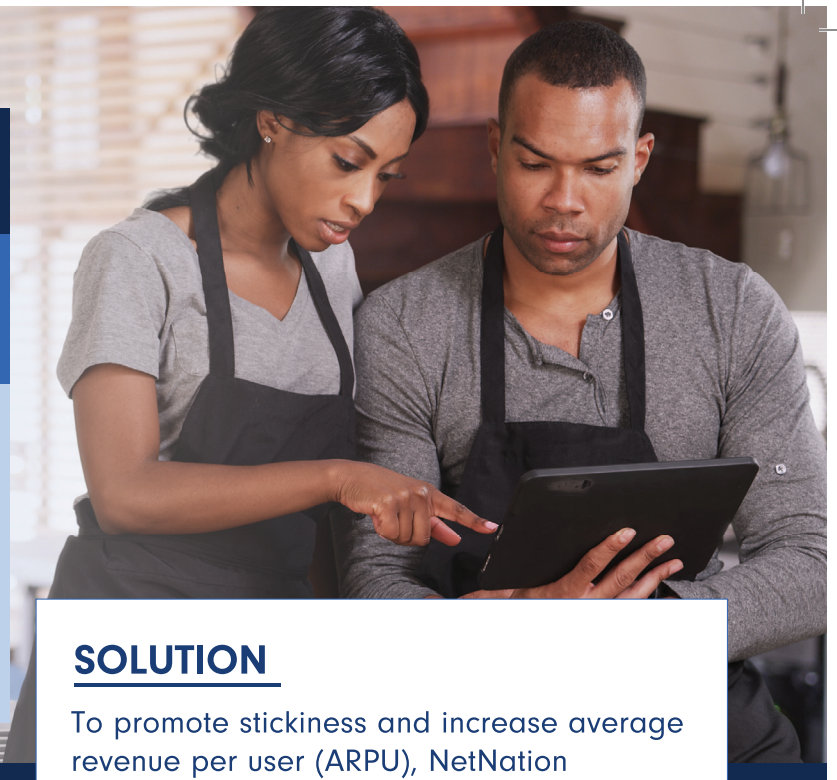


# CASE STUDY:

## BUSINESS REGISTRATION COMPANY

### COMPANY

- **Company size:** 200 Employees
- **Location:** U.S.
- **Number of customers:** 200k
- **Annual revenue:** \$25M



### SOLUTION

To promote stickiness and increase average revenue per user (ARPU), NetNation proposed an integrated approach. We offered our client's customers an entry-level suite of products – a website domain plus a business email – as part of our client's order/purchase process. Many of these customers were offered this bundle for free for the first year. Once customers activated the products, they were upsold to higher-priced solutions such as access to the website builder tool and web design services.

### CHALLENGE

Our client operates in a highly competitive space. When they first came to us, they struggled to differentiate their offerings and appeal to a wider customer base. They were also looking to generate more revenue per customer by creating a monthly recurring revenue stream.

### RESULTS

During the purchase flow, customers are in a buying mode; therefore, the activation rates for this initial bundle exceeded expectations. We saw over 40% of customers activate this service. In addition, the upsell rates to our higher-priced products also exceeded expectations. At least 25% of customers who activated the Domain+email bundle also purchased a website or other service. This occurred thanks to continual testing and tweaking of the sales process, as well as regular follow-up campaigns to ensure customers knew about the first-year-for-free offer.

After less than a year of this campaign, our client netted over \$70k in monthly recurring revenue (MRR) and boosted sales by over 1000%! Not only did our client enjoy increased revenue per user, but also saw more engagement in its customer base and greater customer retention.

Delight your small business customers with a full suite of value-added services, delivered and managed via innovative, flexible and cost-effective integrations – let our 20+ years of partner enablement success help you maximize revenue and promote stickiness!

**To learn more, reach out to us at [sales@netnation.com](mailto:sales@netnation.com)**