



# AvidXchange

AvidXchange is a software as a service (SaaS) company that assists accounting departments in automating the complex task of finding, tracking and managing the accounts payable process. Method Savvy began working with AvidXchange to predictably scale lead generation through online advertising campaigns.

While optimizing online advertising campaigns, Method Savvy prioritized the bottom of the marketing funnel, first focusing on improving the conversion rate of landing pages. By designing new landing pages and conducting A/B split testing to fine tune the user experience, Method Savvy was able to concentrate efforts on improving landing page conversion rates. Among the things Method Savvy incorporated and tested:

- Content versus sales conversation offer
- Long-form versus short-form content
- Different calls to action
- Testimonials
- Varying imagery and headlines

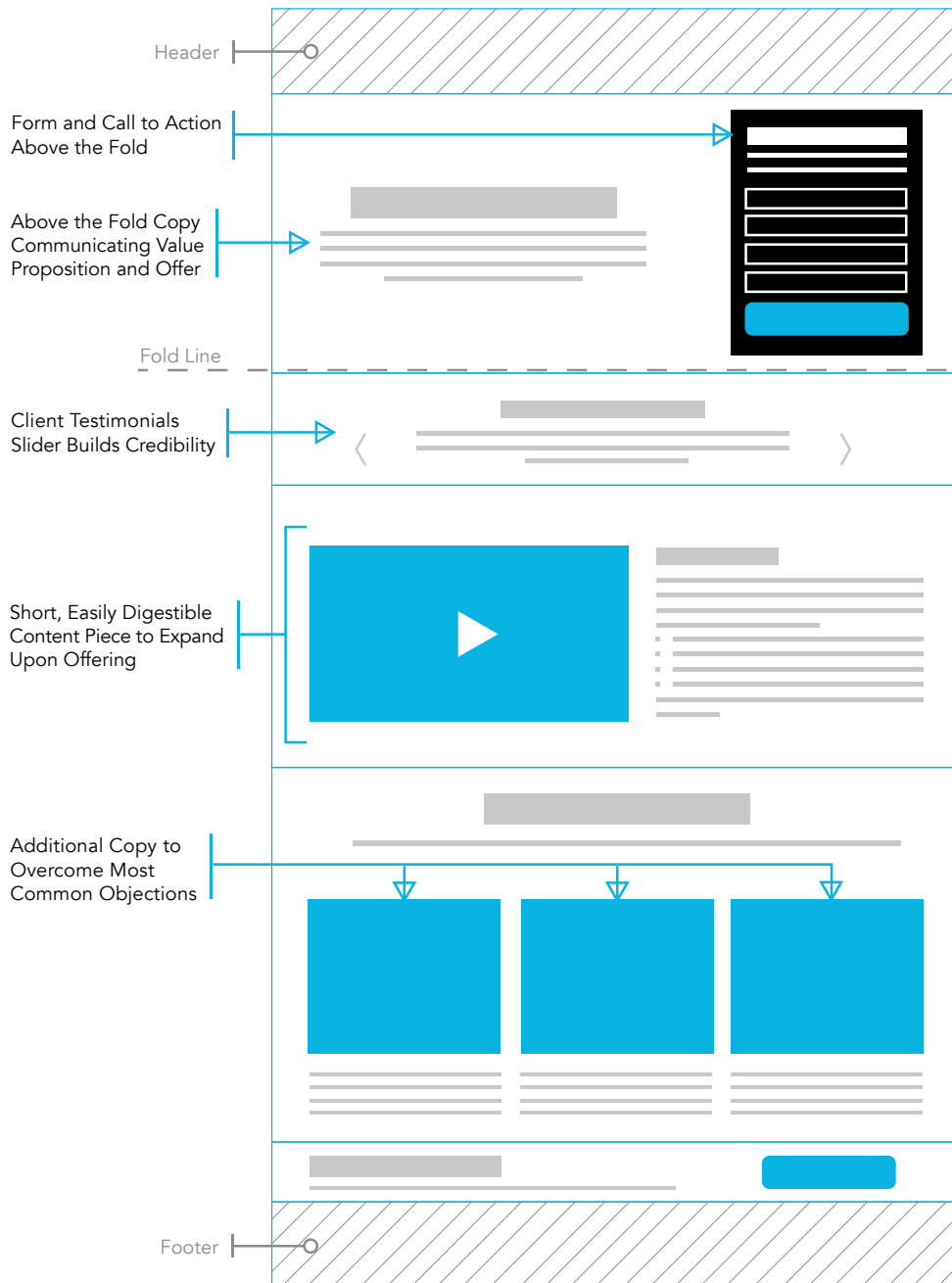
Through the aforementioned tests, Method Savvy was able to optimize landing pages, the most impactful portion of AvidXchange's marketing funnel. Consequently, AvidXchange not only saw lead generation improve on this campaign, but they now have a proven blueprint for future online advertising efforts. The improvements are illustrated on the next page.

COST  
PER LEAD  
DECREASED

↓ 79%

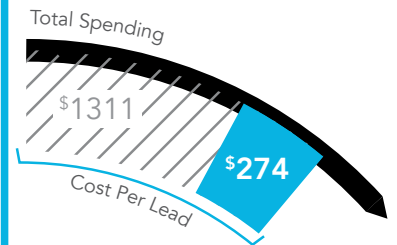
# Landing Page Design & Testing

## Optimizations

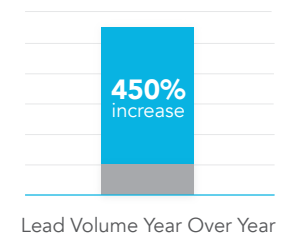


## Results

Cost Per Lead Dropped  
**79% Year Over Year**  
from \$1311 to \$274



Lead Volume Increased  
**450% Year Over Year**



Conversion Rate Increased  
**986% Year Over Year**  
from 0.63% to 6.24%

