

Overview

Digital marketing training and consulting services

Industry:

Professional Services

Challenges

- Creating highly customized offers with support for any billing model
- Offering customization with subscriptions (flexible billing dates)
- Making changes to subscription plans is difficult and slow
- Subscription forecasting

Solution

- Flexible subscription billing
- Customizable subscription offers
- Comprehensive subscription management
- Actionable subscription and customer analytics and reporting

Results

- Streamlined, fast, and cost effective migration process
- Data-driven revenue maximization
- AI driven decline salvage: 33% recovery rate
- Machine learning for fraud prevention: reduced chargeback averages by 22%

Why And How DigitalMarketer migrated to LimeLight from Infusionsoft

DigitalMarketer

DigitalMarketer offers “The Best Damn Digital Marketing Training... Period.” Their mission is to double the size of 10,000 businesses by 2020, and so far they’ve achieved amazing results, working with companies like Uber, Shopify, HarperCollins, and Maropost. They’ve created the largest community of digital marketing experts, and they host the most popular conference on the topic: Traffic & Conversion Summit.

DIGITALMARKETER



The Challenge

DigitalMarketer was focused on scale, trying to expand their services via new offerings, including a monthly membership plan for digital marketing training. However, they quickly realized that although Infusionsoft is a premier marketing and sales software, they are NOT an eCommerce platform. Infusionsoft was missing the key features they needed – flexible billing, customizable offers, advanced reporting and analytics, and more.

Above all, DigitalMarketer wanted to put the buying decision in the hands of their customers, and foster lasting relationships beyond the first purchase. They needed a platform that would enable them to do complex subscription billing, create highly customized offers, build a membership portal, and easily manage their customers’ history of plan changes, upsells, declines, and more.

In their search, DigitalMarketer vetted all the major eCommerce and subscription billing platforms.

The Solution

DigitalMarketer needed a flexible platform that specialized in all things subscription eCommerce, and that's precisely what they found with LimeLight. A platform that could handle the complexities of subscription billing with ease; provide the customization needed to create highly personalized subscription offers and deliver them to various segments of customers; and enable their customers and customer service team to easily manage and make changes to existing subscriptions. Since LimeLight is an end-to-end platform, DigitalMarketer was able to unify data across the subscription lifecycle and all customer touchpoints, so they could make smarter business decisions to foster lasting relationships.

With LimeLight, DigitalMarketer not only found the right technology, but they also found a business partner with the expertise to take their business to the next level. With more than 10 years of experience doing complex subscription eCommerce, LimeLight helped DigitalMarketer overcome existing roadblocks and plan for the future more effectively.

The Results

Seamless and Cost Effective Migration

Although migration is never an easy task, with a dedicated LimeLight Client Success Manager (CSM) and thorough onboarding process, DigitalMarketer was able to get up and running quickly and easily. Their CSM guided them through the LimeLight platform and ensured they were getting the most out of all of the features and services: data integrations, campaign needs, ROI lift, time-saving efficiencies, and more. DigitalMarketer's CSM was with them through the entire journey and became a dedicated extension of their business - monitoring their performance and advising on how to reach maximum profitability.

Data-Driven Revenue Maximization

LimeLight empowered DigitalMarketer with the essential toolbox their business needed to reduce churn and increase ROI. LimeLight used data collected across their platform, combined with machine learning, to help DigitalMarketer fight fraud and improve rebilling.

- AI Driven Decline Salvage
 - 33% recovery rate
 - Additional ~\$21k of revenue per month
- Machine Learning for Fraud Prevention
 - Significant reduction in fraud and chargebacks (reduced chargeback averages by 22%)
 - Added hundreds of thousands of \$ in revenue to bottom line

DigitalMarketer isn't the only one... see the other 1000+ eCommerce companies that trust LimeLight with growing their business.