



We achieved 21% revenue growth in 60 days using the magnify360 Dynamic Pricing Platform!

BUSINESS TYPE

Paid Membership Site

MAGNIFY360 PLATFORM

Dynamic Pricing Optimization

INITIAL TARGETED SEGMENTS

12.5% of total traffic

INITIAL COUNTRIES

United States

Great Britain

Germany

INITIAL DEVICES

Desktop & Select Devices

RESULTS

✓ \$396,000 annual sales lift (projected)

✓ 22% lift in conversions

✓ 21% lift in revenue

ABOUT MAGNIFY360

Magnify360 is the leading technology company in dynamic website optimization, exclusively for performance marketers. Founded in 2006, magnify360 has been working with clients in many different industries, ranging from financial services, automotive, technology, and online advertising to help get more revenues from their existing traffic and improve their media buying. Our patented technology platform runs billions of calculations each day, optimizing landing pages, shopping carts and websites for PPC, display banners, affiliate, and organic traffic.

Challenge

To increase sales and revenue for a leading, confidential global online dating company with millions of daily visitors by dynamically changing price points for monthly, quarterly and annual memberships without hurting profitability.

Solution

Since web traffic is intrinsically variable and dynamic, with patterns changing hourly and daily, no single price variation consistently outperforms other price variations. By running millions of algorithms every hour, the magnify360 platform is able to dynamically adjust price points based on differences in traffic patterns and behavior, increasing the client's overall revenue.

The magnify360 Platform began analyzing traffic patterns and key segments against a range of price points. By targeting the top 3 countries and devices (mobile/non-mobile), the magnify360 Platform was able to dynamically deliver multiple price packages to generate greater revenue with less volatility.

Results

Non-mobile traffic in the United States, Great Britain, and Germany showed a 22% lift in conversions and a 21% lift in revenue after just 60 days.

This is being expanded to custom pricing for mobile traffic, and to other top volume countries.

