taskdrive

Case Study

How OptinMonster Increased E-commerce Conversion Rates By 11X Through TaskDrive Inbound SDRs

optinmonster

The OptinMonster Effect!

Meet OptinMonster

OptinMonster is a conversion optimization software that helps convert abandoning website visitors into email subscribers and customers. Having served more than 21 billion Opt-ins and improved conversions for businesses ranging from startups to enterprises, over a billion people see a website with OptinMonster on it every month. Customers that use it see huge increases in their subscriber growth and overall sales.

Challenge

Convert more website visitors into paying customers round the clock.

Solution

✓ TaskDrive provided 3 full-time Customer Success Representatives (CSRs)
✓ For a 24/5 live chat coverage

Results

✓ The conversion rate is **11 times** higher when a person completes a chat VS an average website visitor who does not.
✓ An average session value of a person who completes a chat is **15.9 times** higher.
✓ **85%** satisfaction rating.

> "I was hesitant to use an outsourced customer success service on our site. But the results from TaskDrive speak for themselves. Our e-commerce conversion rate is 11x higher when a person completes a chat vs an average website visitor. My only regret is not using TaskDrive sooner on our site."

Syed Balkhi
CEO, OPTINMONSTER

Email us
hello@taskdrive.com

Schedule a call with us
Book a slot

Call us
+1 (323) 922-4996