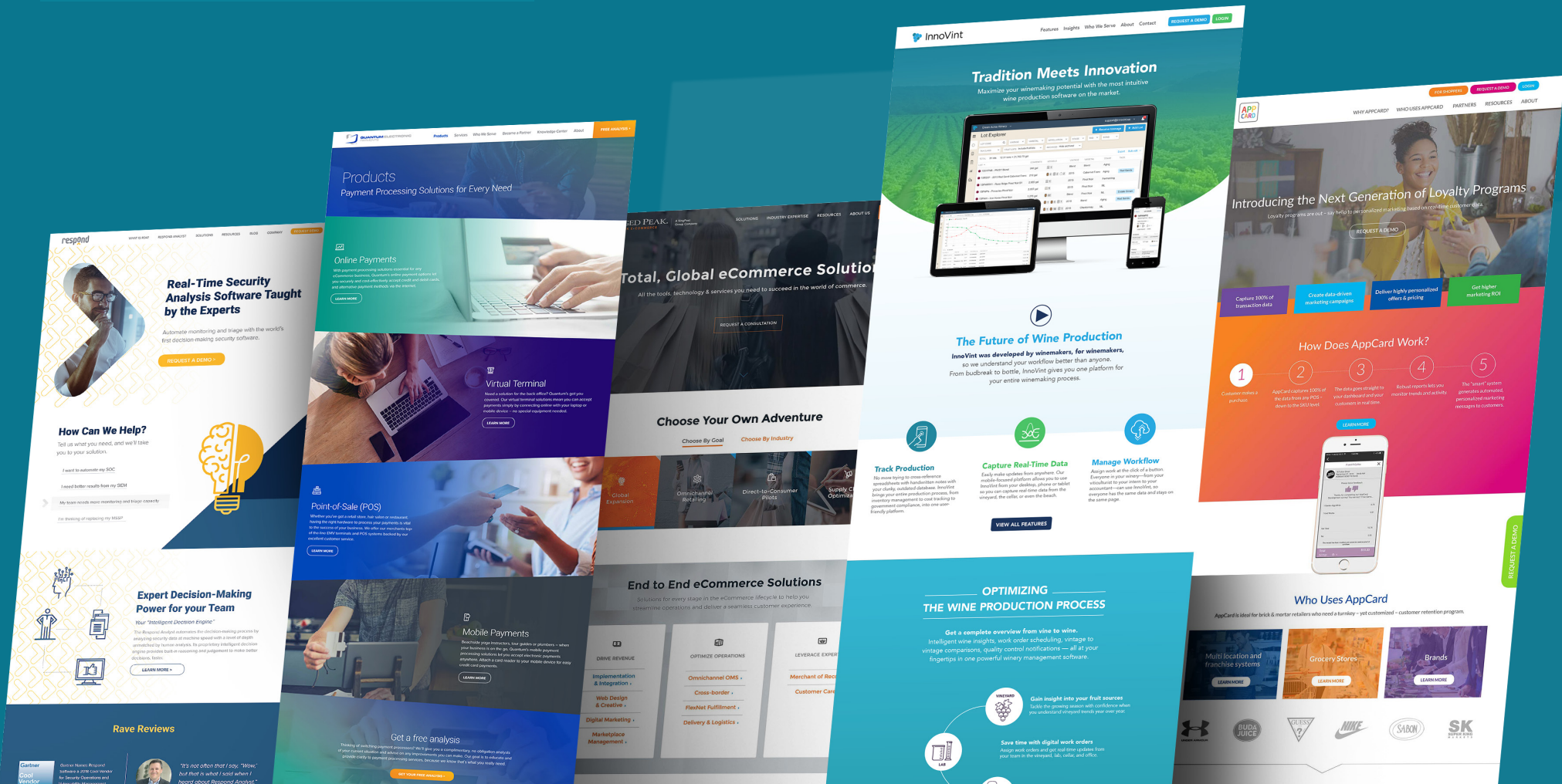


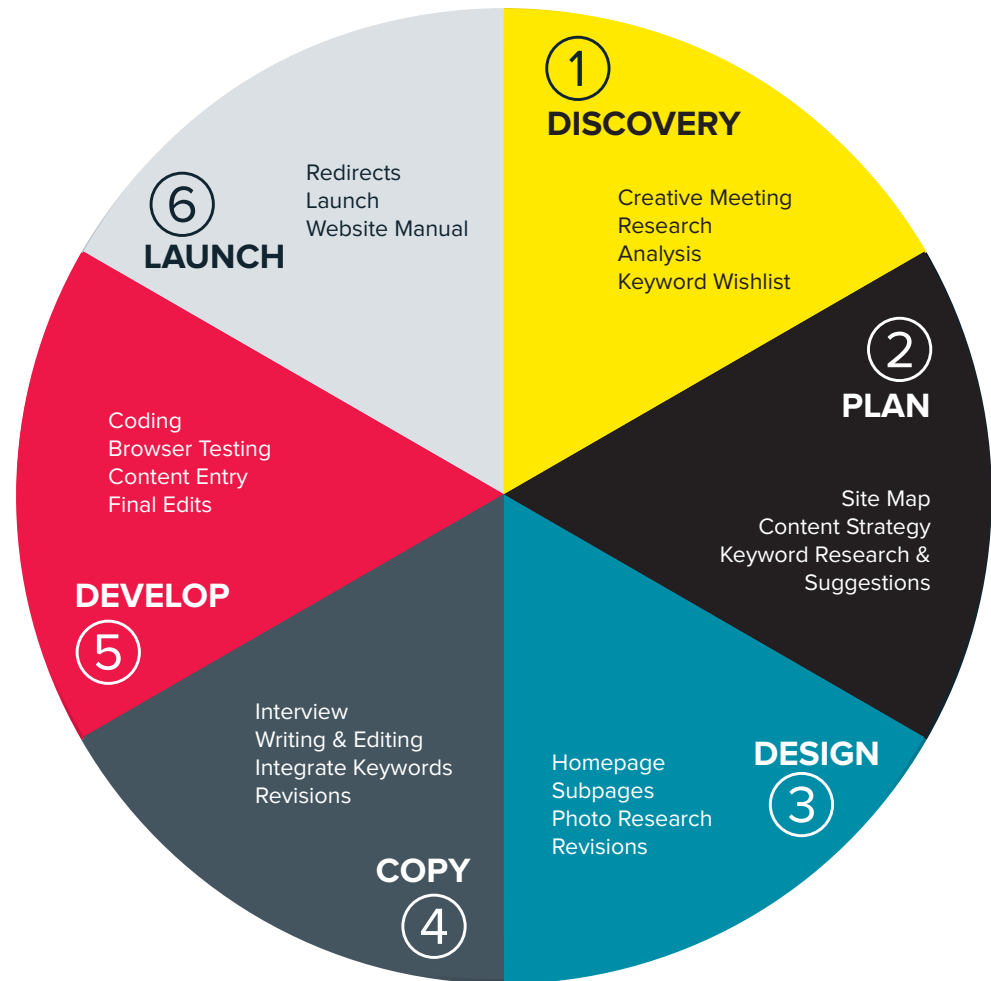
## SOFTWARE AND SAAS CASE STUDIES

NEW WEBSITE LAUNCHES  
BEFORE & AFTER

# Software and SaaS

New Website Launches:  
Before & After Statistics

As a website and digital marketing agency experienced in designing and marketing for B2B software firms, we strongly believe that interesting and powerful designs aren't just for B2C firms. B2B software and SaaS websites can be professional, functional, and engaging at the same time. At Bop Design, we produce dynamic websites and marketing materials to extend brand awareness, increase client acquisition, enhance media visibility, and convert leads. Every website design we create is custom and original, but we have chosen a select few of our best designs from Bop Design software and SaaS clients.



# Respond Software

[respond-software.com](https://respond-software.com)

Security analysis software company, Respond Software, hired Bop Design to create a new refreshed brand that resonated with corporate IT and security decision makers at mid-size enterprises who see the value of an autonomous security solution. The B2B website consists of thought leadership content for all stages of the sales funnel--nurturing a lead from a general inquiry to a qualified lead to a committed long-term relationship. Respond Software is also one of Bop Design's ongoing marketing clients since the website launched in January 2019.

## Post Launch Results

- Organic Traffic: +51%
- Users: +144%
- Sessions: +153%

*Results are based on 1/31/2018 – 4/28/2018 traffic compared to 1/31/2019 – 4/28/2019 traffic.*





# Quantum Electronic Payments

[quantumelectronicpayments.com](http://quantumelectronicpayments.com)

Payment services firm, Quantum Electronic Payments was in the market for a new website that resonated with B2B and B2C decision makers and created a strong foundation for future marketing communication efforts.

The website created by Bop Design speaks to business owners, founders, controllers and CFOS while giving the Quantum Electronic Payments team a tool to support and extend their marketing and lead generation efforts.

## Post Launch Results

- Organic Traffic: +45%
- New Users: +611%
- Sessions: +425%
- Page Views: +473%

*Results are based on 2/22/2018 - 6/22/2018 traffic compared to 2/22/2017 - 6/22/2017 traffic.*





# Jagged Peak

[jaggedpeak.com](http://jaggedpeak.com)

Jagged Peak, a global end-to-end eCommerce solutions provider, hired Bop Design to create a website that would eliminate confusion around their company's offerings and drive traffic for new leads. The new B2B website demonstrates their work with recognized, enterprise brands.

## Post Launch Results

- Organic Traffic: +24%
- Pages/Session: +35%
- Page views: +15%
- Bounce Rate: -13%

*Results are based on comparing 9/13/17 - 1/13/18 to 9/13/18 - 1/13/19 traffic*





# InnoVint

[innovint.us](http://innovint.us)

Since 2013, InnoVint has been modernizing the way that winemakers think of record-keeping, providing an intuitive software solution that enables production transparency and data-driven decision making. The new B2B website design accurately captures InnoVint's passion for winemaking, while highlighting specific product features, well-regarded reputation and experience within the industry, and an easy-to-navigate interface that caters to Boutique to Mid-Size Wineries, Large Wineries & Wine Groups and Custom Crush Providers. InnoVint has been one of Bop Design's ongoing marketing clients since the website launched in December 2018.

## Post Launch Results

- Organic Traffic: +29%
- New Users: +120%
- Pages/Session: +44%
- Sessions: +123%
- Page Views: +224%
- Bounce Rate: -10%

*Results are based on 12/31/2017 – 5/28/2018 traffic compared to 12/31/2018 – 5/28/2019 traffic.*





# AppCard

[appcard.com](http://appcard.com)

AppCard, a personalized marketing and customer analytics platform for retailers, hired Bop Design to optimize their B2B website for lead generation and showcase their suite of services. The final website design creates an engaging user experience for new customers and creates credibility among retailers large and small.

## Post Launch Results

- Pages/Session: +18%
- Bounce Rate: -8%

*Results are based on comparing 6/14/17 - 10/14/17 to 6/14/18 - 10/14/18 traffic*



# Appetize

[appetize.com](https://appetize.com)

Enterprise POS company, Appetize, is transforming the industry with a cloud-based, omnichannel approach for front of house transactions and a robust back of house management suite of solutions for real-time visibility. The client wanted an updated B2B website design with messaging that communicates to Director-level positions responsible for managing operations for sporting and entertainment venues that required over 25 POS terminals. With the help of Bop Design, Appetize was able to achieve a custom, modernized website that significantly improved the visitor experience.

## Post Launch Results

- Organic traffic: +27%
- New Users: +73%
- Sessions: +57%
- Page Views: +64%

*Results are based on 8/14/18-10/14/18 traffic compared to 8/14/19-10/14/19 traffic.*





# About Bop Design



Bop Design understands that in order to grow your business, a holistic approach is required. Compelling design, content marketing, SEO (search engine optimization), SEM (search engine marketing) and social media are all valuable lead generation tools, but they need to be combined into a highly focused, cohesive strategy that targets your desired market.

We believe that every business, regardless of its size, deserves cost-effective design and comprehensive marketing solutions. We work primarily with business services firms—usually ones with fewer than 100 employees—that are serious about growing.

**START YOUR WEBSITE PROJECT TODAY!**

888.670.7803 | [info@bopdesign.com](mailto:info@bopdesign.com) | [BopDesign.com](http://BopDesign.com)

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