— CASE STUDY —

How Social Media Examiner Added 250,000 Email Subscribers

optinmonster

How Social Media Examiner Added 250,000 Email Subscribers with OptinMonster

How do the pros improve conversions and get more email subscribers? This is the story of how Social Media Examiner added 250,000 new email subscribers using OptinMonster.

"We are all in on OptinMonster. It works seamlessly for us. It has allowed us to *dramatically* increase our email subscribers."

Michael Stelzner, Founder of Social Media Examiner

Social Media Examiner doesn't need an introduction, especially if you are in the marketing space.

But in case you've never heard of it, Social Media Examiner is the world's largest social media marketing resource on the web. They help millions of businesses discover how to best use social media to connect with customers, drive traffic, generate awareness and increase sales.

They are the host of the industry's leading conference, Social Media Marketing World and the Social Media Marketing Podcast.

Michael Stelzner is the CEO of Social Media Examiner and an old friend of OptinMonster.

He was kind enough to sit down with us and share how his team is increasing subscribers using OptinMonster so everyone in our community can learn from their experience.

66%
Growth in Email List

250,000
New Subscribers Added

15%
Improvement Using Split Tests

The Challenge for Social Media Examiner

Prior to 2014, Social Media Examiner was using a default lightbox popup offered by AWeber to display an optin form. This popup was shown to all website visitors shortly after arriving on their website.

This single lightbox along with a subscription box in the sidebar allowed them to collect nearly 600 subscribers per day. However, Michael was not satisfied with the experience of creating a lightbox in AWeber or the lightbox itself.

Due to the lack of customization options and missing conversion features like split-testing, Michael started searching for alternatives.

A Simple Yet Robust Solution

He chose OptinMonster because it met all of the criteria he was looking for:

- Easy Design Builder
- Mobile-friendly Optins
- Powerful A/B split-testing
- Behavior automation features like Exit-Intent, Page Level Targeting, etc.
- Integration with his email marketing service, AWeber.

Michael's goal was simple: Convert more website visitors into email subscribers.

“The thing I thought was so awesome about OptinMonster was the split-testing. You make it so easy to very quickly run variations on different types of forms to see which ones perform the best. That is something we were just never able to do before OptinMonster.”

Michael Stelzner, Founder of Social Media Examiner

How Social Media Examiner Uses OptinMonster

Social Media Examiner started using OptinMonster in 2014. Michael started by adding an exit-intent popup and immediately saw a huge boost in conversions.

After enough testing and verification, he removed the default AWeber welcome popup and replaced it with an OptinMonster lightbox popup. This again boosted his subscribers.

So Michel started experimenting with multiple optin types and split-tests.

Today, Social Media Examiner uses four OptinMonster optins:

1. A lightbox optin which displays shortly after visiting the site.
2. An exit-intent optin which displays when a user motions to exit the site.
3. A slide-in optin which appears after the user has viewed a page more than five seconds, and scrolled 60% of the page.
4. A mobile-specific optin which appears soon after visiting the site on a mobile device.

Results of Using OptinMonster

In the first year Social Media Examiner used OptinMonster, they added 62,000 subscribers to their list. Last year, they added nearly 118,000. As of July 2016, they’ve added almost 70,000!

Social Media Examiner has added more than 250,000 subscribers since they began using OptinMonster.

Split-Testing to Improve Conversions

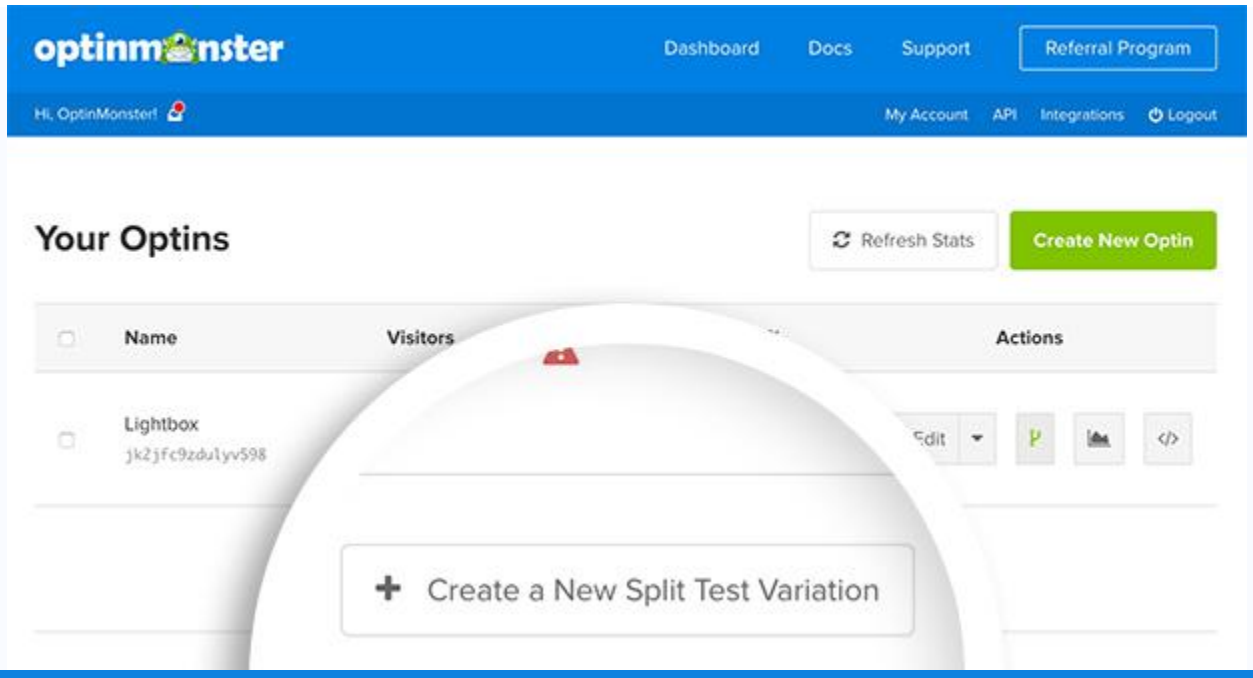
Michael was quick to praise OptinMonster's split testing as a driver of the additional subscribers.

> "The thing I thought was so awesome about OptinMonster was the split-testing. You make it so easy to very quickly run variations on different types of forms to see which ones perform the best. That is something we were just never able to do before OptinMonster. Now, there's no limit to what you can test. We are constantly tweaking."

Split testing is a way of comparing multiple versions of a web page or optin to find out which one converts best. When the test is run, traffic to the page is split among the different versions and their performance is tracked separately.

OptinMonster's easy A/B split testing module helps you eliminate the guesswork and make data-driven decisions on what works best. You can try different content, headlines, layouts, styles, and opt-in triggers, to see what converts best.

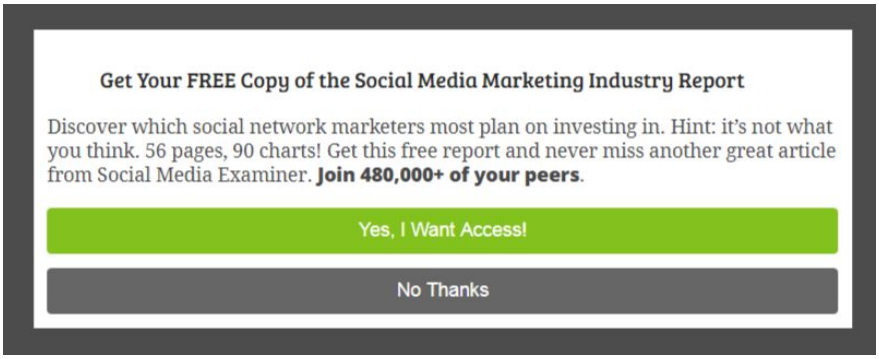
Simply click on the split test button, and OptinMonster creates a replica of your existing optin. From there, you can make any changes and tweaks by using our easy optin builder.



Examples of Social Media Examiner's Split Tests

The team at Social Media Examiner has seen great results from their split tests.

Here is the first mobile optin Michael tested. This is a simple yet proven optin design with a headline, copy and optin form. It converted at **1.24%**.



Next, they created a variation using bullets for the copy rather than a paragraph. They also increased the headline font size.

This optin beat the original, converting at **1.86%.**

Two-step optins like the Yes/No optin above require the user to select one of two options.

Clicking "Yes, I Want Access" will cause the optin form to appear. Having confirmed the desire to receive the lead magnet (Step One), the user is more likely to follow through and subscribe (Step Two).

Choosing "No Thanks" simply closes the optin.

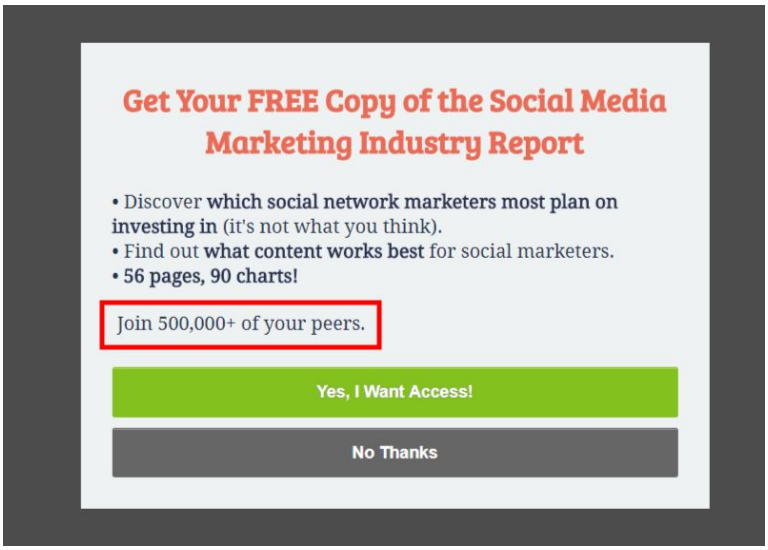
Another reason why Two-step optins convert so well is because they leverage the Fear of Missing Out (FOMO) phenomena.

Split Testing Lesson: Obvious Doesn't Always Win

One of the tips that Michael shared from his experiments is that **it's not always the obvious variations that win a split-test, either.**

We all know that adding social proof improves conversion. Michael wondered if the placement of the social proof could increase conversions as much as the mere presence of the social proof. He split-tested it to find out.

In the original optin, the social proof "Join 500,000 of your peers!" was below the copy of the optin. This optin converted at 1.65%.

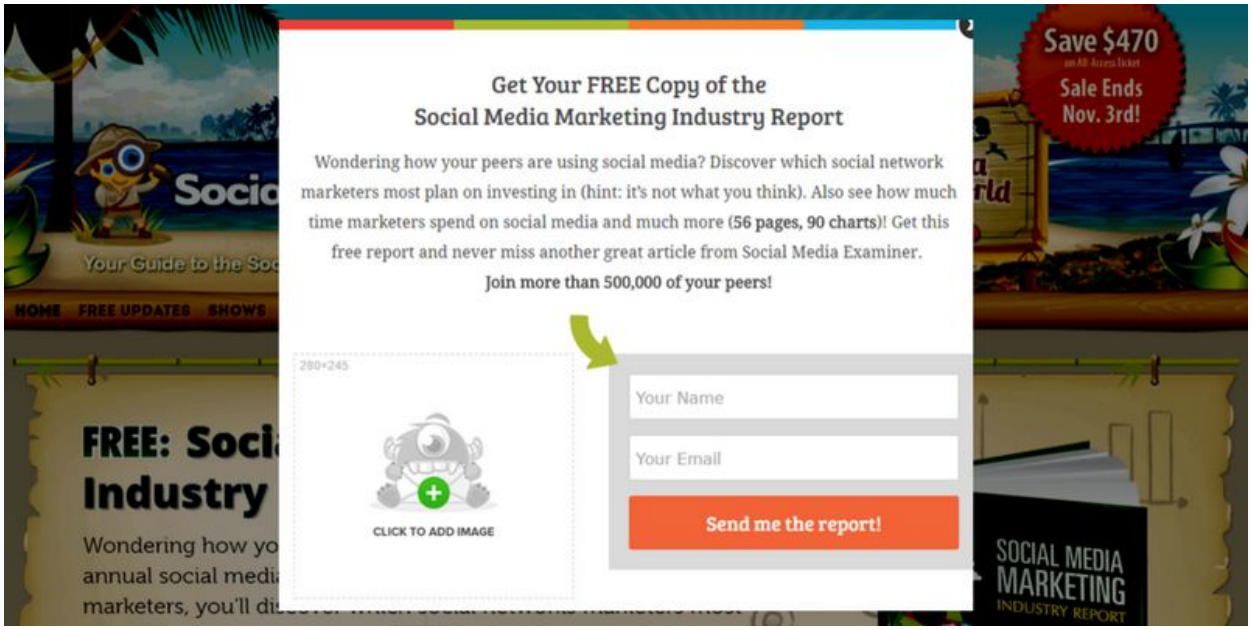


In the variation, it was moved above the copy. The optin below converted at 1.71%.

Split Testing Tip: Try Different Templates

In another split-test, the Social Media Examiner team tested both the templates and the color of the templates.

Below was the original exit-intent lightbox which converted at 0.34%.



Then, he created a green variation which crushed that optin, converting at 0.77%.

Testing the templates, copy, and colors can produce dramatically different conversion rates. Testing the images used in an optin can too.

Split Testing Lesson: Image vs No Image

Michael wanted to test how the use of images impact conversion rate.

The original optin included an image of the e-book offered to subscribers. This optin converted at 1.98%.

Michael tested an "ugly illustration," as he described it. The image was not directly relevant to the lead magnet but hinted that it included data of some sort.

It beat the other two optins, **converting at 2.28%**.

“In only 7 months, we added more than 95,000 names to our email list using OptinMonster's Exit Intent™ technology. We strongly recommend it!”

Michael Stelzner, Founder of Social Media Examiner

Social Media Examiner’s Results

In 2015, using only the Exit Intent® optin and mobile-specific optin, more than 50% of Social Media Examiner’s email subscribers came through an OptinMonster optin.

- Social Media Examiner grew their email list 66%
- Social Media Examiner added 250,000 new subscribers
- Social Media Examiner improved conversions 15% using split-testing

We are truly excited to be part of Social Media Examiner’s growth, and we want to thank Michael for taking the time to share all these amazing insights with our community.

Are you ready to get more email subscribers?

Get started with OptinMonster today!

GET OPTINMONSTER NOW
YES, I want more subscribers!

optinmonster

Convert Abandoning Visitors into **Subscribers & Customers**

Powerful Conversion Optimization Toolkit to Grow Your Email List and Boost Sales!

How Does OptinMonster Work?

OptinMonster allows you to unlock the highest conversion revenue from each visitor by helping you detect user's behavior and show them the most targeted offer at the right time.

1 Detect User Behavior:

Time on Site | Exit-Intent® | Scroll Depth | MonsterLinks™

2 Create a Personalized Offer:

Geo-location | Page / Site Section | Onsite Retargeting

Onsite Follow-ups | Referrer Detection | User's Device

3 Display Offer with High Converting Forms:

Popups | Fullscreen | Floating Bar | Slide-in

4 Test & Improve

Easy A/B Testing | Powerful Conversion Analytics

Join Thousands of Smart Business Owners using OptinMonster to Grow their Business

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Don't just take our word. See what our users are saying:

In only 7 months, **we added more than 95,000 users** to our email list using OptinMonster's Exit Intent® technology. We strongly recommend it!

- Michael Stelzner - Founder, Social Media Examiner

Want more leads? We did too! With OptinMonster, we were able to generate more leads, show the right message at the right time, and directly push those leads to our CRM. **Seeing 5-7% more leads from traffic you're already getting is pretty sweet!**

- Justin Rondeau - Director of Optimization, DigitalMarketer

Click Here to Get Started With OptinMonster Today!