

# COPYHACKERS

## How The Lab by Copyhackers Helped GitPrime Double On-site Conversions

### CASE STUDY



“

Working with The Lab by Copyhackers increased the value of our product to potential customers and the value of our company as a whole. It was a direct correlation. ”

**Ben Thompson**

Co-founder and CMO, GitPrime (now Pluralsight Flow)



## GitPrime

Without the right data to drive decisions, software engineering teams may as well be operating in the dark.

That's why GitPrime pioneered how businesses measure and communicate productivity in software engineering.

GitPrime has been acquired, and the product is now called Pluralsight Flow.

## HIGHLIGHTS

### CHALLENGES

- Carving out a new software category—and dominating that category through messaging
- Cutting through the fear that “measuring productivity” was a tricky way of saying “counting lines of code” or introducing some kind of “big brother” tool
- Communicating differentiators to everyone from software engineers to stakeholders

## Challenges

### Moving from a niche product to a category-creating SaaS company

Launching a new product is nerve-wracking.

Launching a complex product in a space fraught with misunderstanding? That's a potential nightmare.

But that was the hill Ben Thompson and Travis Kimmel were preparing to climb in 2014 when they co-founded GitPrime (now Pluralsight Flow).

GitPrime invented how businesses measure and communicate software engineer productivity. It gives managers more visibility into where their team is focused, where they're stuck and how process changes impact team effectiveness and efficiency.

Directly connecting software engineering efforts to quantifiable metrics? Groundbreaking. No other product on the market was doing anything like that—and Ben knew this had the potential to change an entire industry.

But going into the product launch, he saw a minefield:

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“We were tackling a complex and controversial space. You can't count lines of code, and if you measure the wrong things you incentivize the wrong behavior,” he explains.

## SOLUTION

- Value prop created after collecting, synthesizing & analyzing:
  - + Demo and sales recordings
  - + Interviews with stakeholders (sales, product, customer success)
  - + Market landscape data
- Target personas based on real user information
- Core pages and landing pages rewritten and restructured to attract and convert target leads
- On-brand messaging for GitPrime Academy and Slack integration
- Brand new eight email lead nurturing campaign

## RESULTS

- 2x increase in site visitor to demo request conversions
- 27,000 leads generated through an email nurturing campaign
- Faster lead gen and improved sales cycles, in part thanks to better messaging and positioning

If the product was going to succeed in the long haul, its value needed to be blindingly obvious to everyone: line engineers, team leads, managers, and stakeholders who might never open a code editor.

After launch and early product-market fit, the challenge became a communication one.

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“How should we move from an early-stage start-up to an enterprise-grade solution? How do we do that through our messaging? We were stuck,” Ben recalls.

GitPrime also needed to contend with an onslaught of copycat competitors; the product that pioneered the space was at risk of being drowned out.

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“We needed a way to differentiate our product from the knockoffs and communicate that it was the obvious choice,” Ben explains.  
“After several years of grinding on it, we were too close to the problem to talk about it any further—we needed a conceptual breakthrough.”

Ben couldn't see a way around the problem. GitPrime was working on its new website and it wasn't long before the content and copy presented both a huge opportunity and an insurmountable challenge.

That's when Mike Smith joined as VP of Growth Marketing and suggested bringing in Copyhackers to shake things up.

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Mike says, “In creating this category, we wanted to plant a flag; position the product for business value and celebrate engineering teams. The initiatives to accomplish this were clear, but we were missing a guiding content framework. That's when we reached out to Copyhackers for help.”

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## **Solution**

Conversion copywriting that's data-driven, UX- and SEO-aware & measurable

For Copyhackers Founder Joanna Wiebe, being handed the “GitPrime problem” was like opening a shiny new toy on Christmas morning.

The market for measuring engineering success was so new, and so used to having no solution, that managers and team leaders didn't even think of looking for a better way to do things.

It wasn't just a market with low sophistication—it was a market that basically didn't exist before Ben and Travis pioneered the solution.

So Joanna told them compelling copy alone wasn't going to cut it; she would need to help them build brand messaging from the ground up. They needed to start with a value proposition that would resonate with engineering leaders, a notoriously skeptical and marketing-averse crowd.

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“The minute Joanna came back with her first presentation and preliminary recommendations, I knew: We picked the right partner. This was going to be a big win,” Ben says.

Before Joanna and her team could develop a company value prop that would connect with prospects and customers, they first needed to understand:

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**Target users:** What roadblocks might hamper success for software engineers? What might stop them from reporting a problem to a manager? What concerns them about the ways people traditionally measure success in their industry?

2

**Buying objections:** Why might decision makers not think they need a solution? What problems are they generally unaware of? What problems are they aware of that could be tied back to (and resolved with) quantifiable engineering success metrics?

3

**Industry language:** How do software engineers speak about their work? How do they communicate their efforts to management? How do managers successfully pitch new technology to executives?

4

**Current landscape:** What solutions were managers currently subbing in to measure success? What were the shortcomings of these methods? What big-picture consequences did a lack of visibility have on new feature releases and project delivery?

To address these questions, Copyhackers collected, synthesized and analyzed:

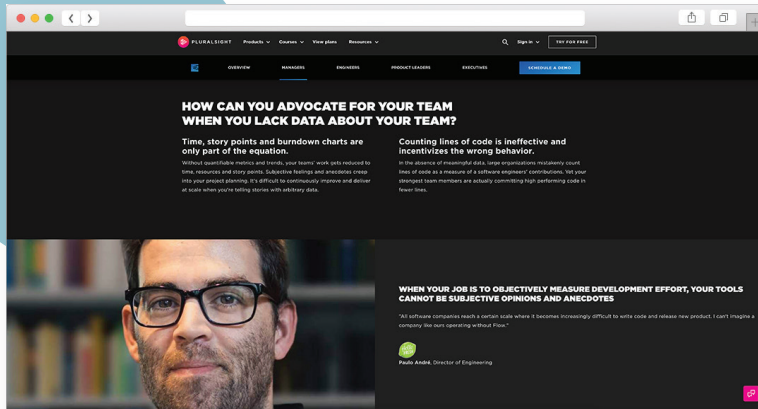
- **GitPrime demo and sales recordings**, which gave insight into industry language, buying objections and root pains.
- **Interviews with internal sales, product and customer success teams**. This gave them an understanding of the customer through the lens of stakeholders and let them hear common objections and agent responses firsthand.
- **Market landscape data**. Extensive research revealed the current level of market sophistication, the most common band-aid solutions dev teams were using and the limitations and use cases of those other tools.

Using this information, Copyhackers created hypotheses that would form the backbone of GitPrime's value prop, core messaging and product voice.

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Ben says, “Copyhackers provided a lot more than just words. With their help, we fleshed out known personas for sales enablement, refined our positioning, overhauled our website, and even provided the foundation for our offline campaigns. They helped us carve out a clear category and enabled us to move from a niche product to an industry-leader.”

With the research done, Joanna and her team applied what they'd learned to the web copy. They reimaged the homepage along with several subpages and landing pages.



Ben had never worked with copywriters like those at Copyhackers before. There was no quibbling over sentimental questions like “do you like it?” Every decision—every minute tweak—was mired in goal-oriented, research-backed and data-driven insight.

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“They nailed it,” Ben states. “Sometimes it feels like Joanna and her team understand our customers even better than we do. It’s the first time I’ve ever worked with a writing team that provides the copy and a conversion-oriented wireframe of how the page should flow.”

“There was almost nothing to change in the pages they proposed to us. We were able to implement without delay because there was virtually no second guessing,” he adds.

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# Results

## 2x increase in site visitor to demo request conversion rate

Most companies cycle through agencies.

But after Copyhackers helped GitPrime refine their value proposition, Ben immediately re-engaged Joanna's team to work on a highly requested Slack integration for the product.

Then the customer success team hired the agency to work on a framework and script that would go on to become "GitPrime Academy."

And they brought Copyhackers back yet again to build out a multi-armed email funnel.

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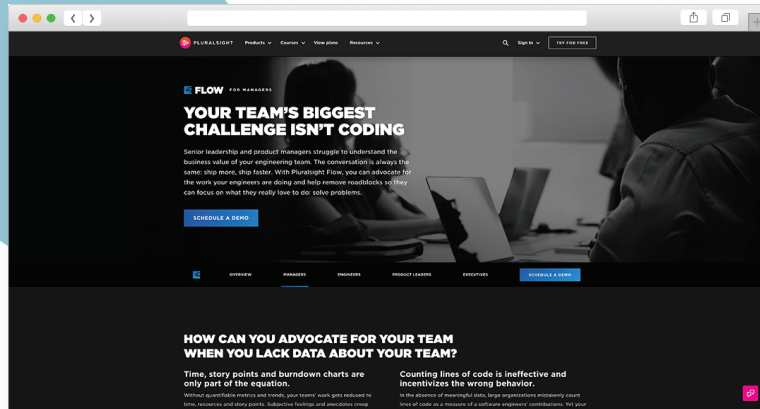
“Joanna is one of those rare people you hope to work with for the rest of your career. The writing she and her team produce? I don't know how they do it. It's magic,” Ben says.

But unlike magic, the impact of Copyhackers was no illusion.

By doing the research first, Joanna and her team were able to cut through the fears of software engineer and create messaging that resonates with managers and C-level execs:







After the new copy went live, website visitor to demo request conversion rates experienced an astounding lift, from 0.67% to 2.07%.

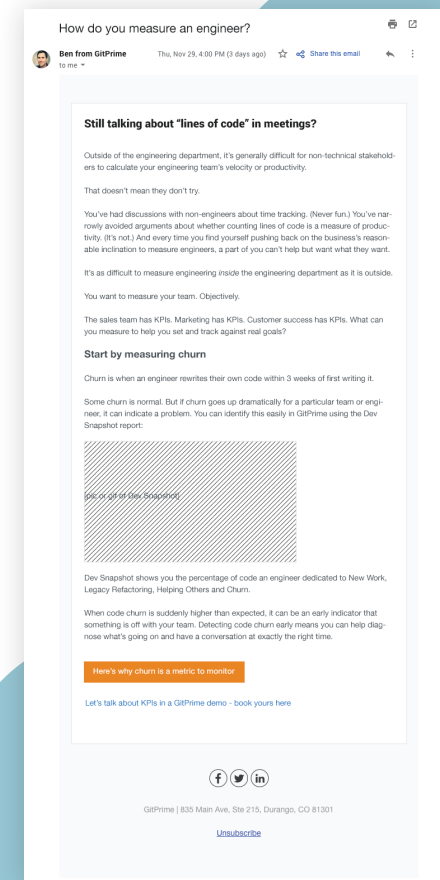
Using email lead nurturing to uncover user pain, agitate that pain and then finally (finally!) offer a solution generated over 27,000 pre-qualified leads:

And, according to Ben, Copyhackers played a huge role in increasing year-over-year sales and revenue growth:

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We had 337% year-over-year sales pipeline growth and 153% year-over-year revenue growth. While I can't say CH is solely responsible, we attribute faster lead generation and improved sales cycles to better messaging and positioning of our product.”

But what still surprises and delights Ben the most is the power behind a few elegant words—and a whole lot of market research.



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“Over the course of a year, we refined our positioning, improved conversions on page, and developed high-impact artifacts for sales enablement. The major driver for all of those things? Joanna and her team,” Ben says.

GitPrime—now Pluralsight Flow—was acquired by Pluralsight in 2019. The copy written by Copyhackers lives on almost entirely unchanged under the new brand name.

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“Working with The Lab by Copyhackers increased the value of our product to potential customers and the value of our company as a whole. It is a direct correlation.”

Joanna and her team continue working on new projects with Pluralsight—because the only thing better than carving out your own category is continuing to dominate it.

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# We make customers.

Data-driven messaging strategy and execution for growth-stage SaaS and ecommerce.  
Only with The Lab by Copyhackers.

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