LeadDev

Powering LeadDev's monetisation efforts as they increase their subscription base by 50% in 8 months ——

"With Zephr we were able to make instant changes to our website that would've taken months and cost thousands of pounds… using myself and just one other person in the business. And that's just allowed us to be far more agile than we would have been otherwise." — Dave Fletcher, Co-founder of LeadDev

Executive Summary

Specialist content and events provider LeadDev implemented two new revenue channels - marketing solutions and digital events - from scratch within 3 months.

With the pandemic cancelling in-person events, LeadDev had to act fast and host thousands of paying customers online.

They have increased their subscriber base list by 50% since launch.

Introduction

LeadDev is a leading provider of specialist content and events for software engineering leaders. Their audience is growing fast across Europe and North America, turning to LeadDev.com to learn and take inspiration along their leadership career journey through articles, events, conferences, webinars and meet-ups.

When the COVID-19 pandemic hit in early 2020, the leadership team at LeadDev realised they needed to act fast to protect their revenue streams, with their sold-out in-person events suddenly cancelled for the foreseeable future. By increasing their library of high-quality content and developing new delegate-pays virtual events, LeadDev uncovered an unexpected opportunity to diversify their monetisation mix.

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Challenge

One of the biggest challenges LeadDev had to overcome was time pressure. They needed to launch a fully online presence in under 3 months, starting from scratch. Dave Fletcher, co-founder of LeadDev, said: "We had to very rapidly transform our business into a digital business from being a fully face-to-face one, and that's where Zephr came in."

Challenge (continued)

They required a solution that could be implemented quickly to facilitate identity and access management for the visitors of their virtual events, with their LeadDev Together 2020 series being hosted just a few weeks after the site went live. Dave admits: "What we were trying to do, it was pretty ambitious...but we really wanted to have the whole experience on the LeadDev website, so that we could control everything."

Since launching, LeadDev's catalogue of articles, guides and webinars grew to the point at which they were keen to introduce a dynamic datawall that would convert their repeat visitors to registered users, without putting off first-time visitors with an untimely paywall. They wanted to capture valuable 1st-party data to help understand their audience, drive readership, and ultimately improve their content and event offering.

Solution

Dave and his team set up Zephr's platform to control the sign-up and access procedures for their digital events, in a matter of days. They were able to manage the data collected at registration from the thousands of ticket purchases for LeadDev Together 2020 and other virtual events. The whole process was contained on the LeadDev main site, with the commercial team able to execute creative decisions in real-time using Zephr's drag-and-drop Feature Builder, making the customer experience seamless for the registered users.

Once the site was established, LeadDev used Zephr's Rules Builder and custom registration form templates to deploy a metered datawall on their previously ungated content, without the involvement of their development partner. They experimented with allowing readers a set number of free articles each month before asking them to sign up with an email address, with the goal of converting loyal readers into registered users.

Outcome

Dave and the LeadDev team successfully hosted over a thousand paid visitors to their LeadDev Together 2020 series, completely securely, with ease. "We launched on the first of September, and it was a phenomenal success…I just cannot see how this would have been possible without Zephr." Since then they have run a series of webinars and a large virtual event via Zephr, each helping to grow out their registration list.

And they're not stopping there. Building on this initial success, Dave is looking to experiment with A/B testing for their conversion strategies. Dave concluded:

"The business is going to transform again in the next 12 months. We know that with Zephr we can quickly implement new journeys for people with different products, for different ideas that we've got, whilst driving the fundamentals for the business.''

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