



How Fix My Churn Transformed Podia's Customer Onboarding Journey and Boosted Paid Conversions By 10%

CASE STUDY



"Fix My Churn is a champion of treating customers as humans, having empathy for every single person that walks into your digital door, and delivering the message they need!"



LEN MARKIDAN,
Director of Marketing, Podia



The Client

PODIA



Software as a Service



USA (Global)

10%

increase in conversions
from new email
onboarding campaign

15%

increase in conversions
from “early upgrade”
customer offer

WHAT WE
PROVIDED



Customer Journey Strategy



Email Onboarding Campaign

Podia is an all-in-one storefront for creators to sell digital products, with no technical skills required. Over 18,000 creators use Podia to sell online courses, memberships, and downloads to their biggest fans.

The Challenge

NO TIME TO CREATE A CUSTOMER ONBOARDING JOURNEY

Len Markidan, the Director of Marketing at Podia, knew how important a personalized email onboarding experience is for increasing conversions, reducing churn, and delighting customers.

But Len had a problem—his small team was just getting their marketing efforts off the ground and had such a long to-do list there was no time to create a new onboarding journey. He wanted new customers to get a mind-blowing experience but didn't have the in-house resources to do it.

Len wanted to use marketing campaigns to send more traffic to Podia but he was worried their onboarding sequence wouldn't convert well enough to generate positive ROI. Without a new customer journey strategy, his big plans for new campaigns could be wrecked by a leaky funnel.



“Before Fix My Churn, customers were getting dropped into free trials with an email onboarding campaign that was very outdated and wasn't optimized for getting people to convert. We had a million and a half things to do in-house and didn't have the bandwidth to create a new onboarding journey”



The Solution

A PERSONALIZED CUSTOMER ONBOARDING EXPERIENCE

Len knew one onboarding sequence for everyone who signed up for Podia wasn't going to cut it. He needed to segment users into different customer journeys based on their experience selling digital products.

Len's solution? Fix My Churn. After checking out his options, Len chose Fix My Churn because of their passion for reducing churn and increasing customer happiness.

Using customer data, Fix My Churn created three different onboarding flows based on a customer's experience level with digital products. They also rewrote Podia's onboarding emails to focus on the benefits to the customer and establish a stronger human connection with their platform.

Fix My Churn also introduced Podia's tight-knit team as much as possible in emails, which made customers feel like there was a real human on the other end of the message.



“The biggest benefit is we can send people to our product knowing it's going to be a great experience. We don't have to worry if we're going to get all this traffic and then it's not going to convert because the onboarding emails suck. That's a big fear for a lot of marketers, especially when you haven't spent a lot of time working on the bottom of the funnel.”



The Result

INCREASED CONVERSIONS & MORE CUSTOMER UPGRADES

Podia's conversions from free trials to paid customers increased 10% thanks to the new email onboarding campaign from Fix My Churn.

With some quick math, it's easy to see what this can do for your business. If you were converting 500 paid customers a month from free trials and your average revenue per user was \$50, a 10% boost adds \$30,000 to your annual revenue. And that's without factoring in any increase in traffic from marketing campaigns. Podia also saw a 15% increase in conversions from their “early upgrade” customer offer.

They even started receiving gushing responses to their onboarding emails—including one from a customer who said they just received the most human email a company had ever sent them.

Now, Len has peace of mind knowing his team can run marketing experiments and potential customers will turn into—and remain—satisfied customers.

Plus, with the feedback he's received from customers, Len knows Podia's onboarding emails convey how much they care and want their customers to succeed.



“There was no way creating a new email onboarding campaign was going to get done in-house, in any way near as effective of a fashion as it was with Fix My Churn.”





Worried about customer churn and conversion rates?

Let Fix My Churn inside your email funnel to generate leads and close more monthly recurring revenue for your business.

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