

AppSumo

APPSUMO

AppSumo was built to empower every entrepreneur.

Founded in 2010 by Noah Kagan, it's the leading digital marketplace for software and tools dedicated to entrepreneurs, freelancers, and small business owners. By creating a platform to discover, buy, and sell the tools needed to grow a business, the team has helped its community of 1M+ "Sumo-lings" scale and save over \$500 million.

With the rise of the creator economy, AppSumo is changing the way leaders equip their businesses for success.

About VideoPeel

VideoPeel is the world's most powerful video social proof platform to enhance your buyer's journey through authentic, user-generated content. Over 6,000 brands use VideoPeel's solutions to produce higher-converting touch points to support customers' path to purchase, growing their business with video testimonials, surveys and messages.

We enable brands to remotely video capture the real experiences people are having with a product or service, and then publish these videos at the moments that matter.

Opportunity

Our journey together began when AppSumo approached VideoPeel about running an exclusive lifetime deal for our platform. This was an exciting opportunity for VideoPeel to join the passionate AppSumo community. We would connect new business leaders with our video social proof solution to help optimize their buyers' journey and grow their business. Once the offer was up and running, we got a great response and received valuable feedback that has helped our company continue to improve to this day.

And AppSumo was paying attention.

With VideoPeel's success on their site, the team decided to use our solution themselves to aid in its top-of-funnel prospecting. AppSumo aimed to reach new customers and bring them into the community with organic video customer-based marketing.

Goals:



**Campaign
Engagement**



**Grow
Revenue**



**Voice of
Customer**



**Improve
Conversions**

Approach

In order to even better serve their customers and hone their platform, AppSumo began conducting customer research, collecting interviews and surveys.

AppSumo shifted its messaging towards a more customer-centric brand and invested in aligning itself with real, community-respected individuals, using VideoPeel as a part of their marketing cycle.

The team found it easy to gather videos from customers and partners in the community, work those videos into their email flows, and then format collected videos for seamless integration into other marketing materials, such as brand-produced videos and paid ads.

Results

\$21K

Campaign Spend

\$218K

Profitable Revenue

10.25

Return On Ad Spend

13%

Conversion Rate

Outcomes

Today's shoppers are savvy, and it's very easy for them to spot staged content. Brands can no longer try to pull the wool over consumers' eyes if they expect to grow. By leveraging user-generated content captured by VideoPeel, AppSumo was able to acknowledge the intelligence of consumers, meet them with real content, and positively impact their bottom line.

To prove performance lift, AppSumo began running customer testimonial campaigns. Keeping a north star metric of company growth in mind, AppSumo carefully measured ROAS and CVR to ensure that its UGC was moving the needle where it mattered most. In its most recent campaign set, the team was able to achieve over 1.4 million impressions.

But more to the point.

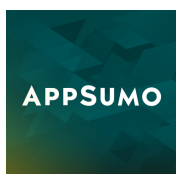
They were able to turn **\$21K ad spend** into **\$218K+ profitable revenue** and achieve **10.25X ROAS** with a **13 percent CVR**.

By using VideoPeel, AppSumo was able to move its UGC beyond brand awareness campaigns and into performance marketing, delivering measurable sales attribution to inform campaign success.

Next Steps

Part of AppSumo's mission is to provide access to cutting-edge tools for every stage of the entrepreneurial journey. Similarly, VideoPeel will continue to work with AppSumo to optimize each stage of their own buyer's journey by helping to facilitate the capture and management of authentic customer content.

AppSumo is now using collected content in promotional videos for events, like Sumo Day, both for customers and for partners, fueling their own marketing through the words and passion of their community.



I think about good advertising in the context of my Facebook newsfeed. If something is clearly an ad, I know I'm being sold something. But when the content is organic and real, I would stop scrolling and watch, just like my friends' content. Friends and family recommendations still rank as one of the highest, most trusted sources when making purchasing decisions. People don't buy from brands anymore; people buy from people.

Nick Christensen
Head of Marketing

