



CASE STUDY

How Miss Group increases conversions
and reduces churn with SEO tools

marketgoo



About Miss Group:

Founded: **2014**

Marketgoo Partner Since: **2018**

Core Business: **Hosting**

HQ: **Stockholm, Sweden**

Employees: **320+**

Customers: **700k+**

Ownership: **Privately Held**

The Challenge

Miss Group provides website solutions for business owners to enhance their online presence, emphasizing growth and security. They recognized the importance of SEO but acknowledged its complexity, and wanted a user-friendly approach that allowed anyone to boost their rankings without prior SEO knowledge.

The Outcome

Miss Group identified marketgoo as the right partner, its SEO tools being the ideal solution to help customers improve SEO without requiring technical expertise.

The partnership successfully collaborated on effective go-to-market strategies, creating an additional revenue stream for Miss Group and contributing to their users' website success, reducing customer churn.



Anna Jonson
CMO @Miss Group

“marketgoo offers exactly what we were looking for and what we still value today: easy to understand, easy to use, great interface for the users.”

A customer-centric approach

The hosting industry is evolving to meet the growing demands of customers, competing not just on pricing and features but also on the quality of service & value they are able to provide.

They are listening to feedback and requests, knowing that it makes them more likely to retain a loyal customer base.

Miss Group has a strong focus on providing value for customers, and the need for SEO was a recurrent request from their users back in 2017.

They immediately listened to their users and vetted various providers, ultimately deciding on a partnership with marketgoo, which they considered was the best fit.

“marketgoo offers exactly what we were looking for and what we still value today: easy to understand, easy to use, great interface for the users. You don’t need to be an expert in order to achieve great results.”

Anna Jonson
CMO @Miss Group

Miss Group website.se Pro

SEO-plan Optimera Analysera Konkurrans Inställningar

Din SEO-plan

Oj! Din SEO-poäng har ökat 19% i September. Mycket imponerande!
Du har gjort utmärkta framsteg hittills...Fortsätt så!

[Ladda ner september PDF-rapport](#)

Din SEO-poäng
68%
medium

[Om denna poäng](#)

Webbplat:
Se vilka proble
webbplats öve

“The whole process with marketgoo is very smooth compared to any competitor. Great product, great team, we are not looking to change anytime soon.”

Anna Jonson
CMO @Miss Group



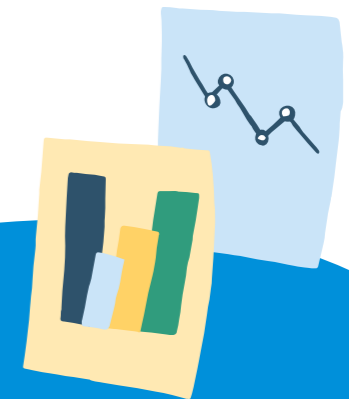
Improving conversions together

Miss Group leveraged marketgoo's existing research, data, and best practices, which enabled the partnership to develop and execute a successful go-to-market strategy.

A critical component of that strategy was (and still is) the free trial campaign, which has significantly improved conversions by demonstrating the value of the SEO tools, nurturing customers through the conversion funnel, and reaching a **19% conversion rate**.

Providing free access to SEO tools for customers allowed them to gain a clearer understanding of the product's value.

This led to increased engagement with the tool and resulted in measurable improvements in site traffic, search engine positioning, and other online presence indicators.



“marketgoo came with this interesting proposal and business case that we could not refuse. The idea was clear, simple to integrate, so we approved the campaign right away.”

Anna Jonson
CMO @Miss Group

What's next in the Partnership?

Next up, the plan is to integrate the [marketgoo SEO Plugin](#), in order to replicate the same successful go-to-market strategy, but with WordPress customers.

“marketgoo has solid products and their support team solves our queries pretty fast. We can feel their expertise, the proximity and transparency, which helps to make important decisions such as market strategies.”

Anna Jonson
CMO @Miss Group



Interested in helping your customers succeed online with SEO tools?

Contact Us today for a discovery call and demo.

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