

**DAYANA  
MAYFIELD**

# Increasing conversions for Europe's fastest growing SaaS startup

## Rewiring business travel

TravelPerk is rewiring business travel by allowing travelers to easily book for themselves within company policy. It's as smooth as booking a vacation. What's more, this modern business travel tool offers 24/7 trip support and one-on-one help booking group trips. TravelPerk is in G2Crowd's list of top-rated B2B tech coming out of Europe and was named in the top 10 of Europe's fastest growing SaaS companies by SaaS 1000.

"As a VP of marketing, I consider myself hard to satisfy. The vast majority of copywriters I worked with along the years, were able write nice words but usually missed the point and weren't able to capture the essence. Dayana is an exception. She's much more than a copywriter. She gets it. She is good at researching and understanding what we want to say, she has a good eye for design and she produces content that really makes an impact."



– Gidi Pridor,  
VP of Marketing  
at TravelPerk

## BEFORE Complicated messaging

When we met, Gideon Pridor, VP of Marketing at TravelPerk, was concerned about a low converting website, especially going into spending more per month on AdWords, increasing content marketing efforts and ramping up PR. TravelPerk has multiple personas—travelers, admins and finance controllers—so we had to get really clear on what these individual people really want and to serve that to them in the right places.

Because the platform has so much to offer, the messaging on the website was coming across as confusing, and ultimately boring and irrelevant, when in reality the platform solves huge pain points for business travelers, CFOs, office managers and others.



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## ➤ AFTER Focusing on outcomes

As part of a team effort, we worked together to get crystal clear on the needs of the various personas and the top most relevant features to each.

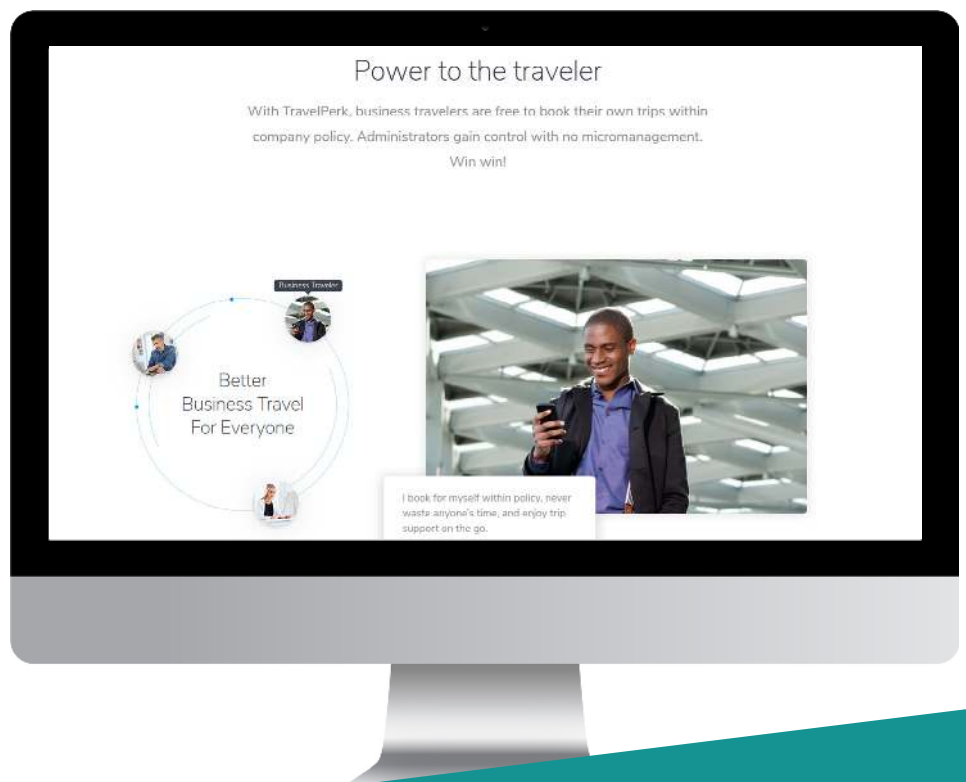
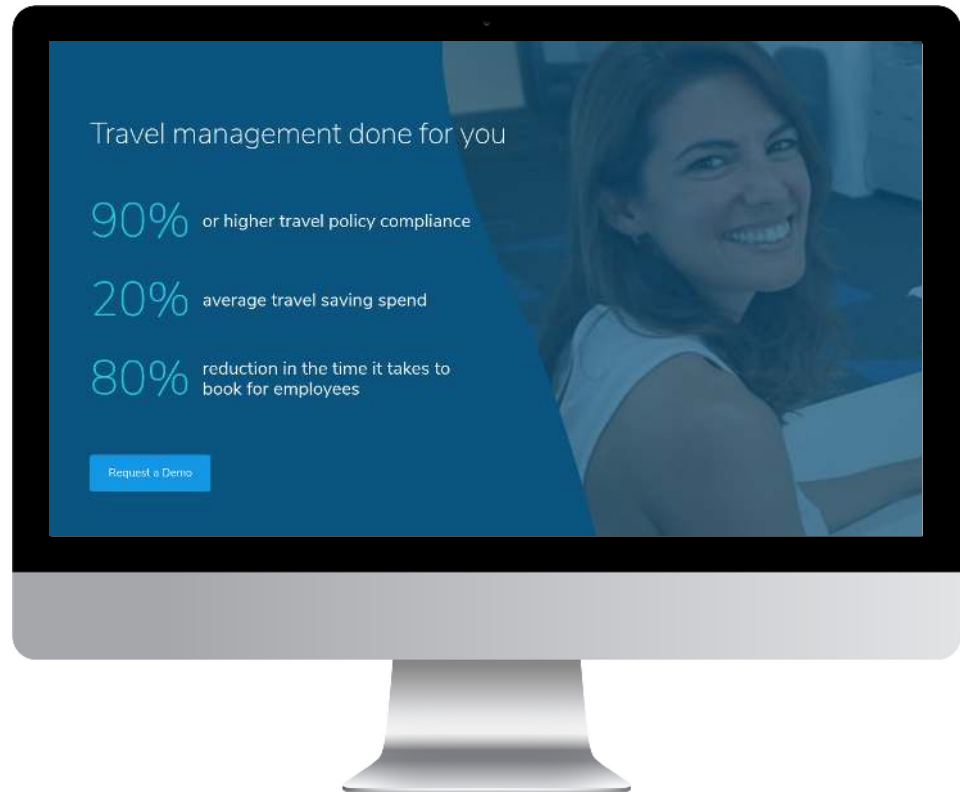
Once the unique selling propositions for each persona were clear, I tackled the website. I communicated the results of the platform through the perspective of each of these personas, while also showcasing the full value of the product. Most importantly, we added a big fat section on the website for outcomes, and we made all of the copy sexier and way easier to understand.

## Increasing conversions

After working together, we were able to increase website conversions from 2.7% to 4.5%. Had TravelPerk spent the same amount of resources to increase traffic BEFORE getting the website higher converting, they would have had 3,915 sign ups instead of 6,525 for Q1 and Q2 of 2018 combined, and they would have missed out on 220 sales leads each month that weren't ready to sign up and didn't yet want to request a demo. Now TravelPerk can confidently move forward with various strategies to increase traffic.

"Our website is converting higher than before because of Dayana's copy and approach."

– Gidi Pridor, VP of Marketing at TravelPerk



Want to work with me to increase website conversions?  
Schedule a call here: [calendly.com/dayanamayfield/30minchat](https://calendly.com/dayanamayfield/30minchat)