



# PFL

Increased conversions by 275%

## Company profile:

**HQ:** Livingston, MT  
175 employees

**Revenue:** \$20M

### Overview:

PrintingForLess.com (PFL) is the nation's first e-commerce commercial printer serving over 150,000 customers from entrepreneurs to Fortune 500 companies.

**275%**

Boost in conversions

LivInsights analytics around content usage and effectiveness took PFL's content strategy to a new level of precision and insight. The top three pieces of content being consumed by buyers were not among the top ten pieces of content being delivered by sales reps. These types of previously unseen insights were the exact types of information needed both to further align sales and marketing and to ensure the right pieces of content were being used at each stage of the customer journey.

As a result of PFL's content strategy overhaul, PFL's marketing team now boasts a 33 percent conversion rate from marketing qualified leads to won deals. That is up from 12 percent prior to the overhaul, representing a 275 percent increase in conversion.