

Breaking Through the Cloud: How Cloudways Stood Out and Secured 1,200+ New Customers in a Saturated Market

\$29,000+

ROI in one year

450+

New signups from one comparison page

Over 1,200

New paying customers



“From that first comparison page alone, we were able to generate over 450 new free trial signups, and we converted 283 new customers.”

OMAR MEHMET,
VP OF MARKETING, CLOUDWAYS

COMPARE **AND** CONTRAST



CLOUDWAYS
by DigitalOcean

Cloudways is a managed cloud hosting platform that makes cloud hosting easy and hassle-free for growing agencies and ecommerce businesses.

Highlights

Challenges

- Giving leads a way to easily compare their product to the competition
- Telling visitors why they should choose Cloudways in a space where buyers have a hard time identifying their best alternative
- Helping leads reach a buying decision faster

Solution

- In-depth research to find customer pain points and desired outcomes
- Comparison pages that are nuanced and on-brand, without bashing competitors
- Lightning-fast turnaround times

Results

- \$29,000 ROI generated so far—without counting compounding revenue from MRR
- +2,100 new free trial signups
- Over 1,200 new paying customers

Helping customers understand how Cloudways compares to the competition.

As the VP of Marketing for Cloudways, Omar Mehmet was aware of the challenge his team faced in a highly competitive market. With several other players vying for the same customers, he knew that he needed to find a way to stand out from the crowd.

Omar was feeling conflicted because he knew the importance of differentiation but didn't quite know how to achieve it. He was worried that if he didn't address the issue, his company might lose valuable market share. He understood that inaction could lead to disastrous consequences.

"The pressure was mounting on me to come up with a solution. I knew we needed to differentiate ourselves from our competitors to stand out, but I just couldn't seem to find the right approach," Omar recalled.

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Omar realized there was a gap in Cloudways' marketing strategy. He explains:

"When customers choose a solution, there are several basic steps, according to John Dewey's research into the buyer decision process," he says. "First, they realize there is a problem, and they go search for a solution. They look at their options and compare those solutions to each other. Finally, they make a decision based on their needs."

Cloudways did not have a way to give potential customers an easy way to compare solutions easily. Instead, customers were forced to spend hours of their time conducting research on their own.

"I realized we were missing the comparison step of the process and that we didn't have any pages on our website to answer those questions. We could save potential customers a lot of time if we had pages that outlined how our product compares to other solutions."

Cloudways did not have a way to give potential customers an easy way to compare solutions. Omar wanted to know if this was conjecture or if this was fact, and in looking at the budget, authority, needs, and timeline (BANT) sales lead qualifications reports he discovered that most of Cloudways sales conversations dealt with potential buyers asking how Cloudways compared to the competition.

"Nearly 75% of the conversations I was seeing were about our competitors and why customers were leaving them, and how we could help them with those specific problems. I knew that if we provided this information upfront on our website, we would save leads a lot of time. They wouldn't need to come to our sales team for information, they could just look at the website and make a decision right away."



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Finding solutions to augment and test rapidly

Omar worked with a great in-house content team, but they didn't have the bandwidth or expertise to perform in-depth customer research and quickly put together the comparison pages. Realistically it would have taken months for this to be done internally. Added to this was the fact that anything produced internally risked being highly biased.



“My team is mostly focused on educational content, and they’re really good at it. But they don’t have the insights into our customers and their pain points for a project like this. If I wanted to get this project up and running as fast as possible, I realized that I needed to hire an expert.”

Omar needed an external partner to conduct the research needed and surface Cloudways differentiating elements in a way that would be honest and professional without bashing the competition.

When Omar heard about Compare and Contrast, a copywriting service that specialized in creating comparison pages for SaaS businesses – he knew they were the partner he was looking for.

Compare and Contrast rose to the challenge by researching keywords and competitors, to identify the pages that warranted Cloudways immediate attention.

After careful deliberation, they created a test page dedicated to "WP Engine alternative".

From that point onwards, progress was swift and decisive.

Compare and Contrast mined review sites like Capterra, G2, and Trustpilot to gain an in-depth understanding of customers' sentiments and what they were saying about Cloudways. They manually analyzed hundreds of these reviews, seeking to uncover their customers' specific pain points, objections, and desired outcomes.

Omar was impressed by Compare and Contrast's approach and decided to try it. He knew he needed to move fast and was willing to take the risk, even if it meant spending valuable resources.

“If we had tried to build that page internally, it would have taken us at least three months,” Omar says. “But after our first conversation Compare and Contrast delivered the comparison page in a week.”

Compare and Contrast speed and professionalism stood out to Omar as he saw them deliver on-brand, nuanced copy despite tight turnaround times.

“Angelo and his team worked very professionally. I just gave them access to everything so that they would be able to gather the information they needed, and they got to work.”

To get as much traffic to the comparison page Omar had a link in the website footer and a banner at the top of the page.

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2,100 free trial signups + over 1,200 new customers and \$29,000 ROI

Omar's decision to use Compare and Contrast proved to be a game-changer for Cloudways. The comparison page that Compare and Contrast created helped Cloudways differentiate itself from its competitors, leading to a significant increase in free trial signups and new customers.

In fact after the first the success of the first comparison page, Omar ordered a dozen more pages to address comparisons against each of their main competitors. With thirteen comparison pages, Cloudways has generated over \$29,000 in ROI which will compound with MRR.

Given the revenue growth over such a short time, Omar was thrilled.

"I knew that the comparison pages would be successful, but I never could have imagined that the pages would have an effect on this scale. It's really good to see".

The impact however went beyond revenue growth and has helped the entire marketing department including the chief marketing officer (CMO).

"The management team has revenue targets to reach. So when you find a solution that helps you reach those revenue targets faster, you're taking a lot of the burden off of the team. It was really helpful to find a solution that had such great results and was so simple to scale," Omar says.

Every SaaS business needs comparison pages, especially if they're in a crowded market, he concludes.



"The results exceeded my expectations. Compare and Contrast helped us stand out in a crowded market and attract more leads. It was a no-brainer to continue working with them," Omar said.

"I have never seen a copywriting service positioned like Compare and Contrast. I have recommended them to multiple people already. It was such a pleasure working with Angelo and his team. The turnaround time was very fast. And most importantly, I was able to get results."

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COMPARE **AND** CONTRAST

Show users you're their best option with comparison pages built to rank, persuade, and convert

Start converting more of your ideal leads today

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