

AI For Revenue Growth with Pathmonk

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The screenshot shows the Pathmonk website landing page. At the top left is the Pathmonk logo. The navigation menu includes PRODUCTS, PRICING, CUSTOMER STORIES, and RESOURCES. On the right, there are links for Sign in and Get a Demo. The main headline reads "Turn your web into a sales machine with AI". Below this, a list of benefits is provided: "Leverage the power of AI and data analysis to:" followed by "Achieve more conversions automatically", "Optimize your customer buying journey", "Solve your attribution issues", and "Go cookieless". A circular diagram on the right highlights key features: "+50% More Conversions", "+170M Behaviour Data Points", "Zero Manual Effort", "5 Min. Setup Time", and "Without Cookies". At the bottom, there are two buttons: "Try Interactive Demo" and "How it works".

Pathmonk

PRODUCTS ▾ PRICING CUSTOMER STORIES RESOURCES ▾

Sign in Get a Demo

Turn your web into a sales machine with AI

Leverage the power of AI and data analysis to:

- Achieve more conversions automatically
- Optimize your customer buying journey
- Solve your attribution issues
- Go cookieless

\$ +50% More Conversions

+170M Behaviour Data Points

Zero Manual Effort

5 Min. Setup Time

Without Cookies

Try Interactive Demo How it works



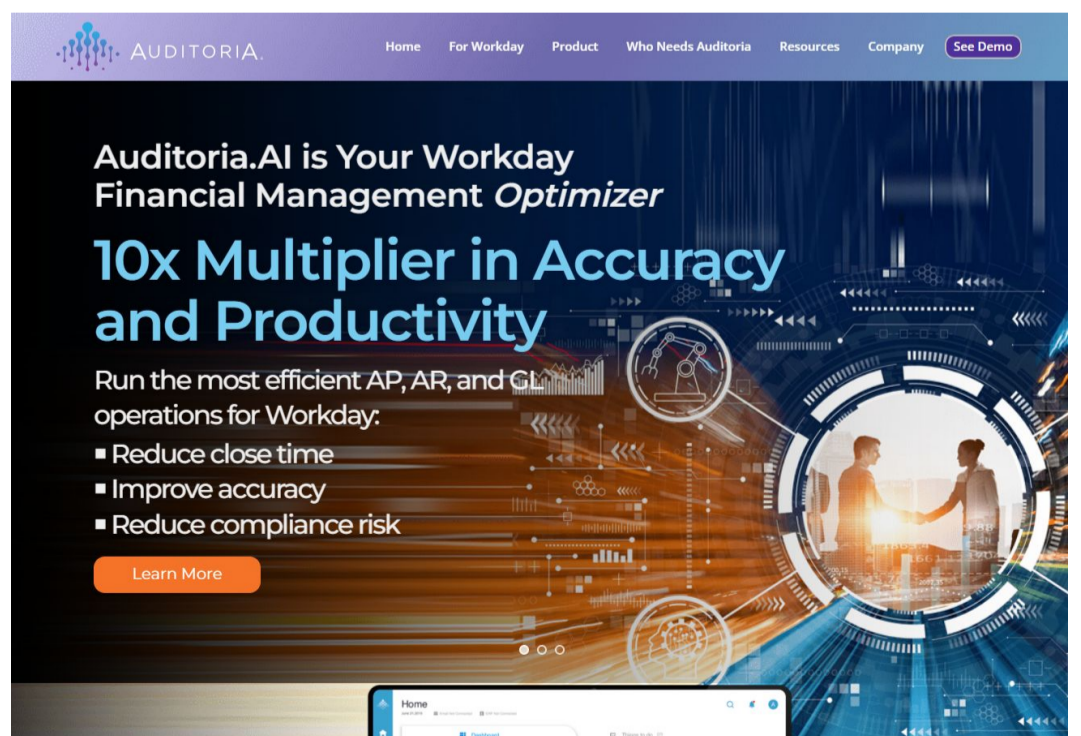
Benefits

- Auditoria receives a 300% uplift in conversion rate by integrating Pathmonk.
- Optimizes website funnel based on user behavior.
- Uses pre-existing website content.
- Finds the most direct path to conversion for each visitor.

Reference: [Case Study on Pathmonk.com](#)



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1: Challenge

- Low website conversion rate.
- Long buying cycle.

Reference: [Case Study on Pathmonk.com](#)



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2: Solution

- Pathmonk created micro-moments on the website to support each stage in the buyer's journey.
- Consideration stage - Pathmonk delivers engaging content to build interest & trust.
- Consideration stage - Pathmonk delivered customized calls-to-actions & relevant information for users to make a decision.

Reference: [Case Study on Pathmonk.com](#)



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3: Results

- Increased lead conversions by 300%.
- Month 1: “Conversion rate increase”.
- Month 2: “Significant uplift in conversion rate...” & lead volume.

Reference: [Case Study on Pathmonk.com](#)

Thank you!



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4: Next Steps

- [Read the case study on pathmonk.com](#)
- [Watch case study video on YouTube](#)
- [Checkout the Pathmonk website at Pathmonk.com](#)



Note: I am not affiliated with Pathmonk, I just thought this was a great case study. My opinions are my own & not my employers.

Thank you!



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