

CASE STUDY

MODO LABS

· B2B SAAS · WORKPLACE & CAMPUS PLATFORMS

How Modo Labs Increased Conversions 3–5× by Aligning with Real-Time User Intent

From 20,000 sessions and a diluted CTA strategy to a high-converting, adaptive homepage – powered by InstaVert’s real-time optimization engine.



19,881

SESSIONS
ANALYZED

7

CTA VARIANTS
TESTED LIVE

1,243

INTERACTIONS
ON TOP CTA

22

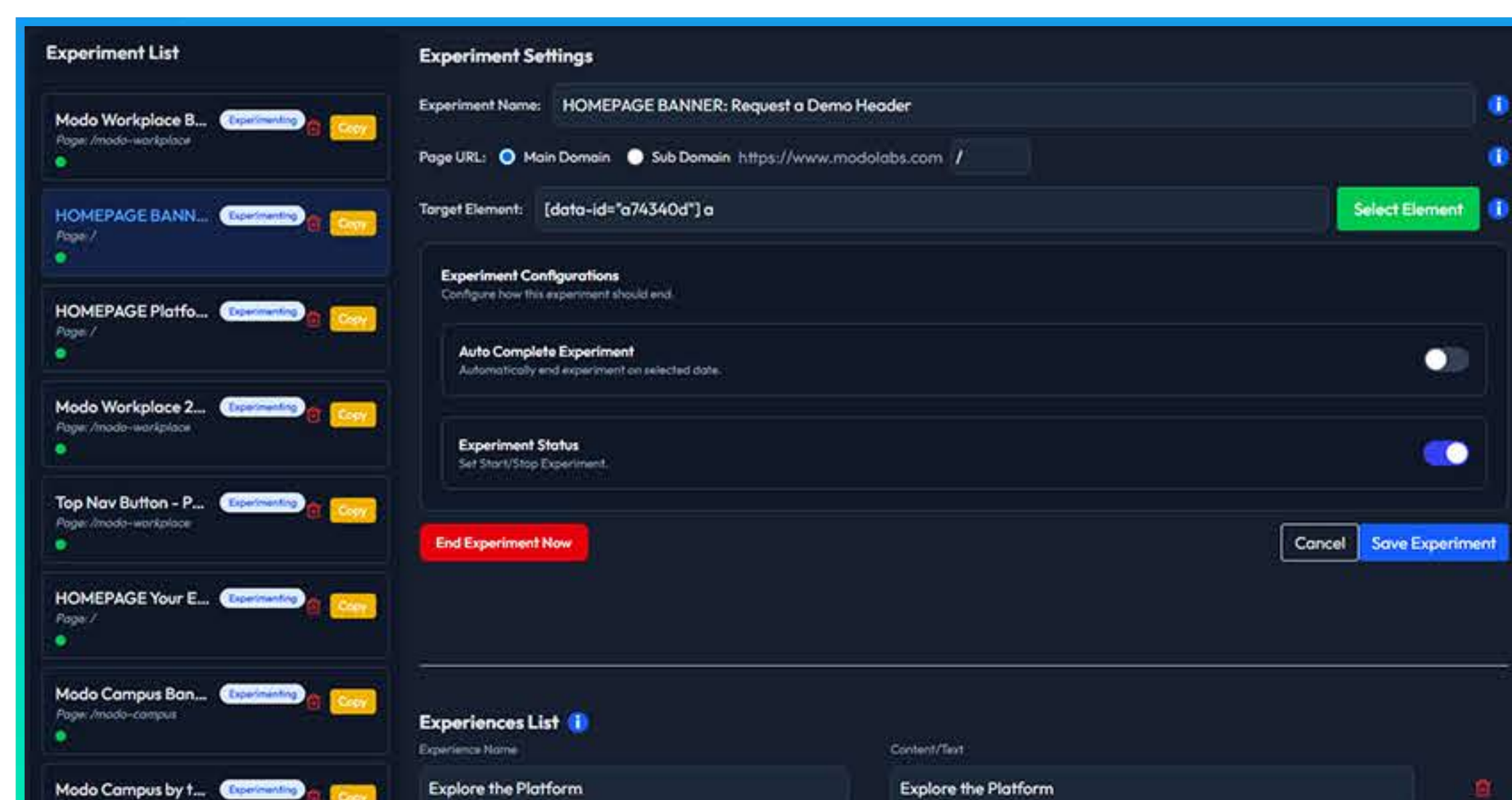
CONVERSIONS FROM
1 CTA VARIANT

3–5×

CONVERSION LIFT
VS. OTHERS

THE CHALLENGE: STRONG TRAFFIC. FRAGMENTED CONVERSIONS.

Modo Labs, a leader in workplace and campus experience platforms, was generating nearly 20,000 sessions – but turning that traffic into meaningful conversions proved elusive. Their homepage offered visitors seven distinct CTAs: “Request a Demo,” “See It in Action,” “Explore the Platform,” “Preview the Platform,” and more. While this gave users flexibility, it diluted intent and scattered engagement across paths. The primary goal – driving demo requests – was underperforming relative to traffic. Traditional A/B testing would have taken weeks to identify a winner, adding costly delays.



“The highest-converting CTA wasn’t the most aggressive – it was the lowest friction.”

CORE FRICTION POINTS

- 7 competing CTAs diluting primary conversion goal
- Engagement spread thin – no clear performance signal
- Demo requests underperforming vs. total session volume
- A/B testing backlog: weeks to validate a single change
- Static homepage unable to adapt to visitor intent

INSTAVERT’S APPROACH

- ✓ All 7 CTA variants deployed simultaneously
- ✓ Real-time behavioral signals analyzed per session
- ✓ Clicks, scroll depth & engagement patterns tracked
- ✓ Automatic prioritization – no manual intervention
- ✓ No A/B testing delays; no statistical significance wait

RESULTS:

CTA PERFORMANCE ACROSS 19,881 SESSIONS

CTA Variant	Interactions	Conversions	Conv. Volume
Preview the Platform (TOP PERFORMER)	1,243	22	
Explore the Platform	812	6	
See It in Action	674	5	
See How It Works	591	5	
Get a Demo	410	4	
Request a Demo (Primary CTA)	491	4	
Start Free Trial	321	2	

~2×

Higher Engagement on Exploratory CTAs

Exploratory CTAs like "Preview" and "Explore" generated nearly double the interaction rates compared to direct demo requests – proving users prefer to evaluate before committing.

<0.03%

Conv. Rate on "Request a Demo"

The business's primary CTA had the lowest conversion efficiency. Forcing high-commitment actions on unready visitors actively suppressed the funnel.

0 Delays

Real-Time – No Testing Cycles

All 7 variants ran simultaneously from day one. InstaVert identified the winner and auto-prioritized it – no wait for statistical significance. No developer sprint required.

STRATEGIC IMPACT:

INTENT ALIGNMENT OVER FUNNEL FORCE

1 Real-time adaptation wins.

InstaVert transformed Modo Labs' static homepage into a responsive system that continuously matched visitor intent – routing users to the path most likely to convert at that moment.

2 Funnel friction is a revenue leak.

The disconnect between the company's primary CTA and what users were ready for was actively costing conversions. InstaVert surfaced this signal without a single sprint.

3 More traffic was never the answer.

Modo Labs didn't need more visitors. They needed a website that reacted to the visitors they already had. Conversion lift came from alignment, not acquisition.

"Users preferred to explore before committing – by a 3–5× margin."

"Conversion lift came from alignment with intent, not more traffic."

Final Statement

Modo Labs didn't need more traffic. They needed a website that reacted to it. And with InstaVert, conversion followed.

Modo Labs Case Study · InstaVert Real-Time Optimization