



Case Study

Bannerbear

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Industry:
SaaS – Visual
Automation

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Service Areas:
Paid Search (Google), Feature
Positioning, Funnel Redesign,
Product-Led Growth

About The Brand

Bannerbear is a SaaS product that enables businesses to automate the generation of branded images and videos using APIs, no-code tools, and simple templates. Their customers include digital agencies, content marketers, e-commerce stores, and developers building dynamic creatives at scale. While Bannerbear had a technically robust product and strong developer love, their website experience and acquisition strategy lacked clarity. They were attracting traffic – but weren't converting it.

That's when they partnered with PixelRevs to completely revamp the way they acquired, activated, and onboarded customers.

The Challenge

- **High-intent traffic was bouncing** from generic landing pages
- Most paid visitors didn't understand Bannerbear's key use cases in under 10 seconds
- **Free trial signups were low** and not leading to activation
- Pricing confusion: unclear usage tiers and perceived complexity
- Developers were interested – but marketers were confused

Bannerbear wasn't just a product problem. It was a messaging and funnel translation problem

What We Did

We focused on 3 key pillars:

1. Segmentation by use case
2. Landing page personalization
3. Search ad repositioning + pricing clarity

Use Case Mapping & Funnel Segmentation

- After analyzing 60 days of trial user behavior, we found 3 primary “Aha” use cases:
 - a. Programmatic SEO image creation
 - b. YouTube thumbnail automation for creators
 - c. Dynamic social banners for Shopify/eComm
- We built dedicated landing pages for each, using:
 - Targeted headlines like: “Auto-generate social share images for every blog post”
 - Video walkthroughs showing templates auto-populating with live data
 - Clear callouts: “No code needed. Just plug into Zapier, Airtable, or API.”

Paid Search Overhaul

- Split keyword groups into solution-aware, tool-aware, and brand-aware buckets
- Wrote new ad copy variations with:
 - Outcome-first headlines: “Never design a thumbnail again”
 - Sitelink extensions to: Use Cases, Pricing, Live Demo
 - Comparison callouts: “Bannerbear vs Zapier”, “Better than Cludinary”
- Built branded retargeting audiences based on search terms like:
 - “API image generation”
 - “Automate social images”

Landing Page & UX Redesign

- Hero Section: Swapped out static mockups for animated GIF showing an image being built in real-time
- Product Preview Sandbox: Visitors could generate a sample image using their own input – without logging in
- Pricing Section: Added real-time calculator – select use case and see cost/month
- Comparison Table: “Bannerbear vs Zapier vs Custom Scripts” on feature, ease, cost
- CRO Elements:
 - Sticky CTA button: “Try Sandbox” or “Start Free Trial”
 - Logo carousel with use-case labels (e.g., “SEO Agency”, “YouTube Automation”)

Post-Signup Activation Journey

- Added checklist in dashboard: “Launch your first template in 3 steps”
- Triggered nudge emails based on inactivity at each step
- Prompted “Showcase Gallery” to inspire use cases mid-flow

The Results *(First 6 Weeks)*

Metric	Before	After PixelRevs
Activation Rate (from signup)	32%	71%
Free Trial CVR (from paid ads)	2.9%	6.8%
LP Bounce Rate	61%	22%
Avg Time on Site	54s	2m 17s
Branded Search ROAS	1.5x	4.0x
Cost per Activated User	\$89	\$34

Testimonial



We always knew Bannerbear was powerful. What PixelRevs did was make it feel obvious to everyone else. Our funnel now speaks to our best users in their own language – and it converts like never before.

– Dani Grant,

Head of Product @ Bannerbear



Summary

Why this worked?

- Clear segmentation by use case = higher message clarity
- Show, not tell – visual product previews > static demos
- Value-first ad copy with solution-aware search intent
- Activation-focused LP + onboarding flow
- Smart retargeting with real use case creatives