

SmarterSelect Achieves 122% ARR Increase

with Inturact's

Sustainable Growth Engine

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Smarter Select

"I was initially hesitant about bringing in an agency, fearing they wouldn't understand our unique market. Inturact proved me wrong. They took the time to deeply understand our business, conducting thorough research that uncovered insights we had missed for years. Their strategy was exactly what we needed."



Robert Davis,
Founder of SmarterSelect

About SmarterSelect

Industry: B2B SaaS, Scholarship Management

Reach out to Inturact: January 2019

SmarterSelect is a B2B SaaS company that provides scholarship management software. They offer tools to help organizations manage scholarship programs more efficiently.

Quick overview of results achieved for SmarterSelect:



122% increase in Annual Recurring Revenue



Successful pivot moving up-market from product-led to optimized sales-led motion



Significant improvement in demo scheduling and completion rates



Enhanced product positioning and pricing strategy

4 Issues That Were Capping SmarterSelect's ARR growth rate



In 2019, SmarterSelect faced 4 critical issues:



Low ARR growth rate



Overreliance on demos with a prolonged sales cycle



Insufficient number of sales demos being conducted



Low onboarding success because of PLG approach

In early 2019, SmarterSelect was looking to accelerate its growth. With an ARR of \$972,000 in 2018, the team recognized the need for a strategic shift to unlock their full potential in the scholarship management software market.

While SmarterSelect was growing, they identified areas for improvement in their sales process. The company relied on a lengthy sales cycle, heavily dependent on demos. This approach, while thorough, sometimes extended the time between initial contact and closing deals. The team recognized that streamlining this process could help them convert potential customers more quickly and efficiently, potentially gaining an edge over competitors in the scholarship management software space.



SmarterSelect faced a challenge with the limited number of sales demos being conducted. This shortfall in demo volume restricted their ability to effectively showcase their product to potential customers. Consequently, it hampered their customer acquisition efforts and slowed their revenue growth in the competitive scholarship management software market.

What did SmarterSelect try before partnering with Inturact?



Recognizing these issues, SmarterSelect believed that shifting to a Product-Led Growth (PLG) approach would solve their problems. This pivot proved to be a critical misstep.

The PLG approach, which typically reduces reliance on personalized demos and sales interactions, didn't align with their market's expectations. Customers in the scholarship management software space actually preferred and expected guided, personalized experiences. This misalignment led to customer dissatisfaction as potential users did not receive the guided, personalized experience they expected and were often confused by the complexity of the solution.

SmarterSelect installed AppCues, thinking that a tool would solve their onboarding problems. However, they quickly realized that a standalone tool without a comprehensive strategy was insufficient. This was when they reached out to Inturact.

How Inturact Unlocked SmarterSelect's \$2M Potential



SmarterSelect's journey with Inturact began when they realized their in-house efforts weren't cutting it. Impressed by Inturact's track record of transforming stagnant SaaS companies, SmarterSelect decided to take the plunge. What sealed the deal? Inturact's promise of a tailored, data-driven approach that went beyond generic growth hacks.

Inturact's approach involved:



Data-Driven Analysis

Inturact began by analyzing SmarterSelect's product onboarding flows and conversion rates between steps. They defined a key "habit metric" – getting the first evaluation submitted within 30 days – and used custom reporting to track baseline rates.



Iterative Improvements

Initially, Inturact focused on enhancing user onboarding by modifying the UX, adding guidance elements, and implementing email campaigns. They also initiated traffic-boosting activities like blog posts and paid advertising.



Jobs-to-be-Done Research

Inturact conducted interviews to understand customer motivations. They discovered that users in this space actually preferred and expected guidance from a salesperson due to the inherent complexity and seasonality of scholarship management.



Strategic Pivot

Based on these insights, we shifted focus from forcing a PLG approach to enhancing SmarterSelect's existing sales-led motion. They optimized web pages to drive demo bookings, developed sales collateral and playbooks, and implemented strategies to increase weekly demo appointments.



Pricing Overhaul:

We conducted a comprehensive pricing survey, which revealed an opportunity to increase prices without negatively impacting other key metrics. We relied on statistical data to determine how much to increase their prices. We didn't want to decrease their demo volume, but knew they were leaving money on the table based on competitive research.

Enhance
Enhance your applications with premium features.

2,500 Users
CREATE Features Plus
Online Recommendations

Provide your info to see our pricing instantly

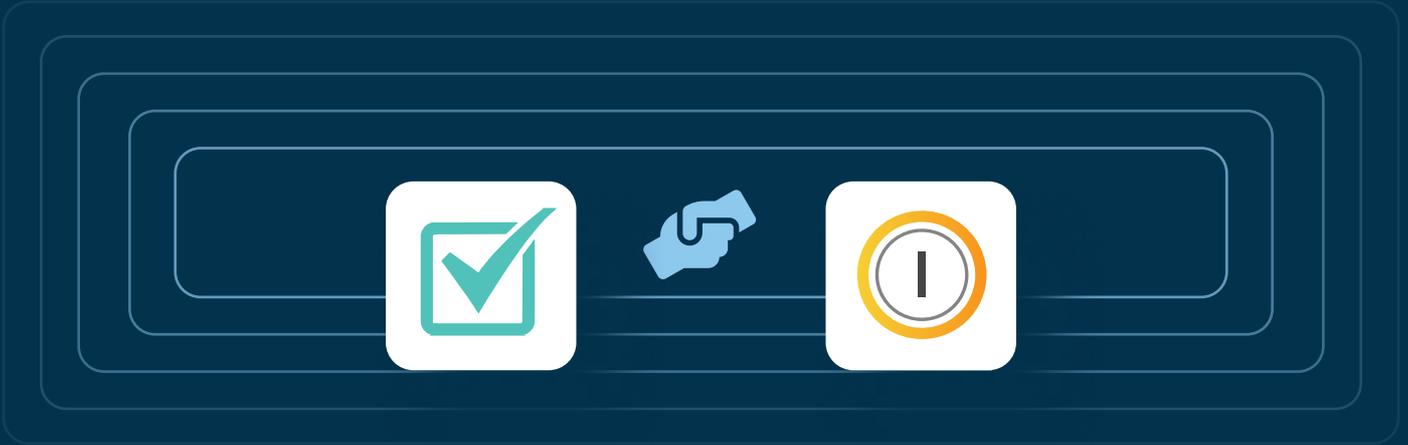
First name*

Email*

See Our Pricing

As part of this strategy, we removed pricing information from the website, making it available only upon request. This deliberate move positioned SmarterSelect as an enterprise-level solution, effectively increasing its perceived value in the market. By aligning the pricing strategy with industry expectations, SmarterSelect was able to better match user perceptions of premium scholarship management software.

347% Total ROI and Other Remarkable Outcomes



The results of our partnership with SmarterSelect reveal more than just impressive growth figures. They represent a fundamental shift in business strategy and market positioning. By aligning their approach with actual customer preferences and leveraging data-driven insights, SmarterSelect increased revenue and started on the path to become a leader in the scholarship management software ecosystem.

Here's what happened to SmarterSelect's business after implementing our strategies:



ARR growth from \$972,000 in 2018 to a projected \$2,164,205 by the end of 2024



SmarterSelect has maintained an average 14% year-over-year ARR growth



New revenue has shown a positive trend, with a projected 50% increase from 2019 to 2024



Significant increase in demos scheduled and completed, even exceeding 50% over previous years



10% - 20% Higher contract values

Smarter Select

“The partnership with Inturact has been valuable. We've seen our ARR grow from \$972,000 to over \$2 million in four years. What truly sets them apart is their commitment to long-term success. They didn't just implement quick fixes; they built a sustainable growth engine that continues to drive our business forward.”



Robert Davis,
Founder of SmarterSelect

Access Your SaaS Company's Hidden Millions



Imagine transforming your stagnant ARR into a thriving, million-dollar business. With Inturact's data-driven approach, it's an achievable reality.

We've done it for SmarterSelect, and we can do it for you. Don't let another day pass leaving money on the table. It's time to turn your challenges into triumphs. Reach out now to find out if your product is a fit.

[TALK WITH US](#)