



AI Analysis

Beyond Acquisition: Turning Users Into Lifelong Customers

Enrique Hoyos
Growth Marketing Lead, Bolt.new

Summary

Enrique Hoyos presented a thorough case study on Pexels, a free stock photo and video website, focusing on the strategies employed to retain contributors. He explained the initial challenge of convincing photographers and videographers to share their content for free, which was more complicated than attracting users to download the content. Hoyos emphasized the importance of identifying the biggest problem or lever of growth, building a strategy with clear guardrails, and executing with precision. The initial steps involved mapping the customer journey and identifying a significant drop-off between acquisition and activation, which became the primary focus area for improvement.

The strategy involved understanding contributors' motivations through surveys and interviews, revealing that validation, growth, and recognition were key drivers. Pexels then redesigned their onboarding experience to deliver these values more effectively and quickly. This included optimizing the landing page to better convey the value propositions and implementing dynamic milestones for quicker recognition. The onboarding flow was simplified, and communication was tailored to ensure new contributors felt seen and appreciated. Social proof, such as featuring contributors' work on the homepage and social media, played a crucial role in enhancing the perceived value.

Executing this strategy led to significant improvements in retention and content contribution. Hoyos shared data showing that the retention rate tripled, and the number of approved content pieces more than doubled within the first four weeks of contributors' journey. He concluded that focusing on the most impactful opportunities and integrating marketing closely with product and customer experience teams are essential for driving sustainable growth. The session ended with a Q&A, addressing specific strategies for different ICPs and the importance of tailored onboarding processes.





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Wednesday, September 3, 2025

Takeaways

Identify and Focus on Major Growth Levers

Enrique Hoyos emphasized the importance of pinpointing the biggest problem or lever of growth within a business. By dedicating significant resources to address this key area, companies can achieve substantial improvements. This focused approach allows for efficient use of limited resources and drives impactful results.

Understand and Deliver on Contributor Motivations

Pexels' strategy involved understanding contributors' motivations through surveys and interviews, revealing that validation, growth, and recognition were critical drivers. By redesigning the onboarding process to deliver these values quickly, Pexels improved retention and content contributions. Tailoring communication and providing dynamic milestones were essential components in making contributors feel valued.

Integrate Marketing with Product and Customer Experience

Hoyos highlighted the necessity of integrating marketing efforts with product and customer experience teams to drive sustainable growth. This collaboration ensures that marketing strategies are aligned with the overall user experience, leading to better retention and satisfaction. Taking big bets and focusing on impactful opportunities can significantly enhance business performance.

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