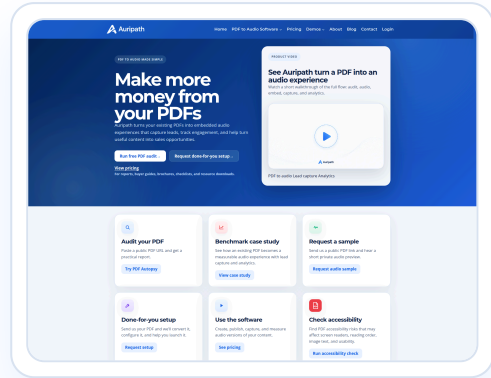


SAAS WEBSITE AND LAUNCH CAMPAIGN

Auripath SaaS Website and Launch Traffic Campaign

B2B SaaS marketing website, product positioning, analytics setup and early launch traffic.

Auripath needed a marketing website to support the launch of its PDF to audio application and attract relevant early traffic. The project combined a clear SaaS-style website with launch support, analytics setup and conversion tracking to help the team learn quickly and plan next steps.



- Website design
- Tracking and analytics
- Launch support

USERS
Almost 1,400
early visitors

SESSIONS
1,400+
website sessions

EVENTS
9,500+
tracked actions

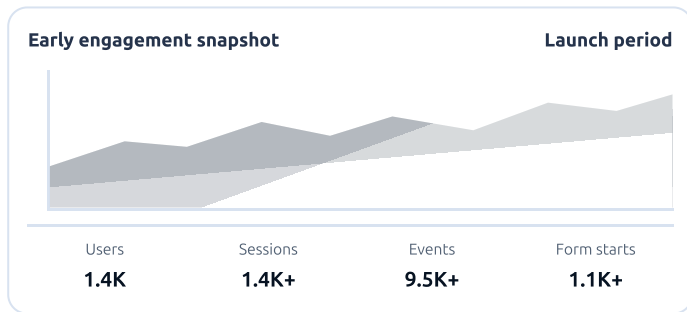
FORMS
1,100+
form starts

1 The challenge
Launching a new B2B software product is difficult without a clear message and early feedback. Auripath needed a website that explained the product clearly, supported outreach, and provided useful data from day one.
The site needed to work well on mobile, make the offer easy to understand, and give visitors a simple route to try the product or request help.

2 What we built
We designed and built a focused SaaS marketing website that communicates the core benefits of PDF to audio clearly and with credibility.
Analytics, event tracking and conversion tracking were set up across key actions such as audit requests, sample requests, setup enquiries and product engagement.

3 The result
During the early launch period, the website attracted a meaningful first audience and created a useful base of marketing data.

- Attracted almost 1,400 users and 1,400+ sessions
- Tracked 9,500+ meaningful engagement events
- Captured 1,100+ form starts across key conversion routes
- Created a stronger base for SEO, content and follow-up



4 What this helped with

- Early traffic and product awareness
- Real visitor data to guide decisions
- Clearer feedback on messaging and offers
- Useful engagement signals and conversion data
- A better base for SEO, content and lead generation

“The new site gives us a clearer story, works well across devices and provides the data needed to improve the next stage of marketing.”
Auripath team

Need a website or launch support for your product?
Havant Digital helps small businesses and early-stage projects build clearer websites, track the right actions and turn visitor activity into useful marketing decisions.

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