

How Stack Against Helped Cloudways Position Themselves in a Crowded Space—and Sign Over 1,200 New Customers

Case Study

\$29,000+
ROI in only one year

450+
New signups from a single
comparison page

Over 1,200
New paying customers



“From that first comparison page alone, we were able to generate over 450 new free trial signups, and we converted 283 new customers.”



MUHAMMAD SAAD KHAN,
ASSOCIATE VP OF MARKETING, CLOUDWAYS

STACK AGAINST

Cloudways is a managed cloud hosting platform that makes cloud hosting easy and hassle-free for growing agencies and ecommerce businesses.

Highlights

Challenges

- Giving leads a way to easily compare their product to the competition
- Telling visitors why they should choose Cloudways in a space where buyers have a hard time identifying their best alternative
- Helping leads reach a buying decision faster

Solution

- In-depth research to find customer pain points and desired outcomes
- Comparison pages that are nuanced and on-brand, without bashing competitors
- Lightning-fast turnaround times

Results

- \$29,000 ROI generated so far—without counting compounding revenue from MRR
- +2,100 new free trial signups
- Over 1,200 new paying customers

Challenges

Helping customers understand how Cloudways compares to the competition

Associate VP of Marketing Saad Khan has been working for Cloudways since the company's early days. He manages a team of twenty people and knows the product inside and out.

Recently, Saad realized there was a gap in Cloudways' marketing strategy. He explains:

“When customers choose a solution, there are several basic steps, according to John Dewey’s research into the buyer decision process,” he says. “First, they realize there is a problem, and they go search for a solution. They look at their options and compare those solutions to each other. Finally, they make a decision based on their needs.”

The cloud hosting platform space is crowded. Cloudways has lots of competition, but their website didn't give potential customers an easy way to compare their solution to others. Instead, customers were forced to spend hours of extra time doing their own research.

“I realized we were missing the comparison step of the process and that we didn't have any pages on our website to answer those questions. We could save potential customers a lot of time if we had pages that outlined how our product compares to other solutions.”

His instinct was confirmed when he looked at budget, authority, needs, and timeline (BANT) sales lead qualifications reports. Most of their sales conversations dealt with potential buyers asking how Cloudways compared to the competition.

“Nearly 75% of the conversations I was seeing were about our competitors and why customers were leaving them, and how we could help them with those specific problems. I knew that if we provided this information upfront on our website, we would save leads a lot of time. They wouldn’t need to come to our sales team for information, they could just look at the website and make a decision right away.”



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Solution

On-brand comparison pages with unique positioning and in-depth competitor research

Saad has a great internal content team, but they didn't have the time or expertise to perform in-depth customer research. Putting these comparison pages together internally would take months.



“My team is mostly focused on educational content, and they’re really good at it. But they don’t have the insights into our customers and their pain points for a project like this. If I wanted to get this project up and running as fast as possible, I realized that I needed to hire an expert.”

In addition to this, writing these pages in-house risked bringing a highly biased point of view to the table. Saad needed a partner who could conduct research and surface the key elements that set Cloudways apart, then use them to write honest comparison pages without bashing their competitors.

When Saad heard about Stack Against, he knew he'd found the perfect partner.

Stack Against started by performing keyword research and competitor analysis to determine which pages to build first. They settled on “WPEngine alternative” as a test page.

From there, everything moved very quickly.

Stack Against mined reviews on websites like Capterra, G2, and Trustpilot to see exactly what customers are saying. Then, they manually analyzed hundreds of those reviews to uncover specific pain points, objections, and desired outcomes for customers.

“If we had tried to build that page internally, it would have taken us at least three months,” Saad says. “But after our first conversation Stack Against delivered the comparison page in a week.”

Saad loved the Stack Against team’s speed and professionalism throughout. He immediately saw that they could deliver on-brand, nuanced copy within tight turnaround times.

“Federico and his team worked very professionally. I just gave them access to everything so that they would be able to gather the information they needed, and they got to work.”

In addition to linking to the comparison page in their website footer, Saad also placed a banner at the top of their site to direct even more traffic to the page.

The strategy paid off.

“From that first comparison page alone, we were able to generate over 450 new free trial signups,” Saad says. “And we converted 283 new customers.”



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Results

\$29,000 ROI, +2,100 free trial signups, and over 1,200 new customers

After the success of that first comparison page, Saad immediately ordered a dozen more, one for each of Cloudways' main competitors. To date, Stack Against has written thirteen comparison pages for Cloudways.

So far, they've already generated a return on investment of \$29,000, which will compound with MRR.

Saad is thrilled—and a bit surprised—at how much revenue the comparison pages have generated in such a short time frame.

"I knew that the comparison pages would be successful, but I never could have imagined that the pages would have an effect on this scale. It's really good to see," he says.

Saad says the comparison pages have helped the entire marketing department, all the way up to the chief marketing officer (CMO).

"The management team has revenue targets to reach. So when you find a solution that helps you reach those revenue targets faster, you're taking a lot of the burden off of the team. It was really helpful to find a solution that had such great results and was so simple to scale," Saad says.



Every SaaS business needs comparison pages, especially if they're in a crowded market, he concludes.

"I have never seen a copywriting service positioned like Stack Against," he says. "I have recommended them to multiple people already. It was such a pleasure working with Federico and his team. The turnaround time was very fast. And most importantly, I was able to get results."



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STACK AGAINST

Show users you're their best option with comparison pages built to rank, persuade, and convert

Start converting more of your ideal leads today

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