

CASE STUDY

Demand Gen success with hospitality tax product



Background

Avalara - \$8 billion global tax SaaS solution across several industries.

MyLodgeTax, a \$2MM ARR product for short-term rental property owners worldwide

Campaign

On-demand webinar providing value on how short-term rental property owners can minimize their tax burden by maximizing expense reporting.

Webinar was promoted via email and display campaign

Results

200 registrants on average each month, with a **10% conversion rate**, resulting in about **\$20k per month** (including setup fee plus subscription revenue)

