

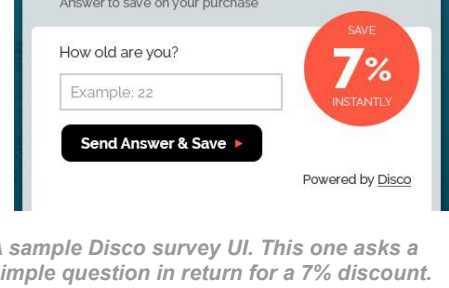
# Convert surveys into gold and visitors into dollars

Introducing Disco. The visitor survey app that marries surveys and couponing. Disco is different. Disco's got brains. Disco uses consumer psychology & gamification principles to sweeten engagement and conversion.

## Gather good-as-gold visitor insights

Disco helps you "get" your visitors without being annoying. So, you can tweak & optimize your website design, copy and UX without the frustration.

Use Disco as you like. Run a Disco survey on a PPC landing page. Home page. Blog. Or any other page. You can even run multiple Disco surveys to boost conversion from poorly performing pages.



A sample Disco survey UI. This one asks a simple question in return for a 7% discount. You can ask anything you like. You don't necessarily have to offer massive discounts!

You can run as many as 5 Disco surveys at once on a single website.

That's 5x the visitor insights like these:

- ✓ Who's visiting your website (e.g. age, gender, the task they are trying to accomplish or repeat customer)
- ✓ The questions uppermost in your visitor's mind
- ✓ Which competing websites they visit

The Disco report even tells you how many visitors are taking you up on your Disco incentives. And how much you're making from a Disco survey.

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"It was fun seeing the discount increase. Not just from a money-saving standpoint but also from a 'break the monotony of life' standpoint."—  
Firstname Lastname, Designation, Company  
=====

## Ignite sales by gamifying coupon usage

Online shoppers love coupons.

Of the 92% who used coupons last year, 57% made a purchase only because they had been offered a coupon.

Overall, 63% of online shoppers were tempted by coupons to rethink their decision to abandon the shopping cart.

The best part?

91% of online shoppers said they would visit the same website again if they had more coupons to redeem.

Disco one-ups regular couponing by making visitors "earn" the incentives.

Disco coupons are not "free".

Visitors must answer a survey question to become entitled to an incentive.

By gamifying incentives in this way, Disco engages your prospects.

And more engaged prospects are most likely to rally to your call to action.

**Still handing out coupons to every Tom, Click and Harry? Oh boy . . .**

**Disco makes visitors earn incentives**  
*Earning an incentive gives visitors a sense of ownership. We hate losing what's rightfully ours. No wonder early Disco users say Disco increased coupon redemptions on their websites.*

**Disco makes your visitors happy**  
*Ever read Gary Vaynerchuk's The Thank You Economy? People not only thank brands that thank them. They are also grateful about it. Gratitude = Trust = Happiness = Engagement = Conversion.*

**Disco is sexy**  
*Online, people switch off if they can successfully second-guess your next move. Disco engages prospects with the promise of a positive, but unpredictable, outcome.*

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"Gamified research produces increased engagement and increased accuracy of data."—Betty Adamou, CEO & Founder, Research Through Gaming  
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## Disco's all about the bottom line

Early Disco deployers say more people are redeeming coupons on their websites than ever before.

Could it do the same for your e-commerce, SaaS, tech, coaching or info-marketing website?

There's only one way to find out.

Try Disco for a month with a 30-day money back guarantee. The monthly fee includes unlimited phone & e-mail support. Plus, free upgrades as they become available.

Disco begins shipping in [month] 2014.

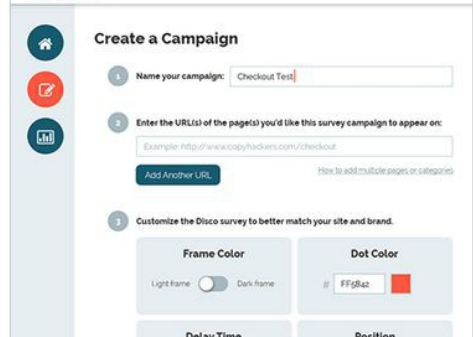
Sign up now to be notified.

[E-Mail Address' field and 'Notify Me' button here]

## Disco is powerful

Disco is a simple line of code. What it isn't is a cookie-cutter visitor survey app. Disco's perfect for growth-focused e-commerce, SaaS, tech, coaching and info-marketing websites.

With Disco, you're always in control.



Running a Disco survey campaign is just as easy as creating one.

Look at what Disco lets you do:

- ✓ Expose surveys to any % of visitors
- ✓ Control the position of the Disco UI (top, bottom or side)
- ✓ Run surveys on only hand-picked pages
- ✓ Set a timed pop-up delay
- ✓ Run different surveys on different pages
- ✓ Ask up to 5 questions per survey
- ✓ Select pre-set questions
- ✓ Use customized short-answer questions
- ✓ Choose a light or dark color scheme
- ✓ Personalize the incentive polka dot color
- ✓ Preview before publishing

## Some Disco FAQs you should know

["Won't people be pissed off by a Disco pop-up?"](#)

Not if it's in their best interest. A survey of 2,035 Disco (Beta) users revealed a whopping 61% loved Disco and only 8% disliked it!

["But surely Disco works only if you offer massive discounts?"](#)

Surprisingly, this isn't the case! Some studies reveal higher face-value coupons may have higher redemption rates. Some others say consumers are equally responsive to high- and lower-value coupons. We recommend you test, tweak & optimize Disco survey questions and incentives for best results.

["Our margins are low. Are discounts the only incentives we can offer?"](#)

From fall 2014, you'll also be able to offer free shipping and free gifts!

["Do I generate my own coupon codes?"](#)

We wish Disco could also automatically generate coupon codes. But the reality is there are way too many carts & custom carts out there.

The good news is . . . manually creating & activating Disco coupon codes is peasy! So too is updating those nearing expiration.

(Psst! We are working on a Disco version that can auto-generate coupons in Shopify and WooCommerce.)

["My cart abandonment rate is high. Can Disco help?"](#)

Studies reveal that when prospects see a "coupon code" field in a shopping cart, they are tempted to go in search of one but never return. That said, there may be another reason (e.g. too many unnecessary fields) for the high abandonment rate. We recommend you test different assumptions.

From October 2014, you'll be able to add a Disco survey (offering a \$, shipping or gift incentive to a % of prospects) to any order page.

["What pages can I add Disco to right now?"](#)

It's your call, really. Add a Disco survey to a PPC landing page, home page, blog or any other page. You can run up to 5 Disco surveys at once on as many pages.

["Do you have a free trial I can try on my website?"](#)

No, but you can demo Disco right now from the bottom of this page.

["How much does Disco cost?"](#)

Disco's super affordable. We don't lock you in with annual fees. And the risk is entirely ours. You're protected by a 30-day money back guarantee.

Agency	Team	Solo
Run 5 surveys at a time 5000 responses/month Phone & email support Manually triggered surveys \$209/month	Run 2 surveys at a time 2000 responses/month Phone & email support Manually triggered surveys \$129/mo	Run 1 survey at a time 1000 responses/month Phone & email support - \$59/mo

Need more? Call 1-778-430-1811 for Enterprise help (Mon-Fri, 9 am-5 pm PST)

["I have a subscription website. Can Disco do anything for me?"](#)

You can offer a % off a monthly or yearly plan. Or anything in between. For best results, make sure the survey questions and incentives align with your business goals (and of course your niche audience).

["Does Disco work on devices with screen sizes 800 x 600 or smaller?"](#)

It doesn't and for a good reason. Studies done just this year reveal people use mobile phones to browse and desktops/laptops/tablets to buy.

["Who're the people behind the code?"](#)

Disco's the brainchild of conversion geeks, Joanna Wiebe and Lance Jones. Joanna is a conversion copywriter. Lance is the CRO guy.

Together, they are the [Copy Hackers](#).

The Disco team is based in Victoria, British Columbia. You can also find a Disco team in Pasadena, CA.

## Disco's right for growth-focused marketers

Disco's designed for e-commerce, SaaS, tech, coaching and info-marketing websites.

If you need Disco to do more or have questions, give us a call or e-mail us. We'll do our best to scale up Disco to handle a lot more surveys & responses.

**1-778-430-1811**  
(M-F, 9 am-5 pm PST)

[\*\*gott@trydisco.com\*\*](mailto:gott@trydisco.com)

## Try Disco (Beta) . . . demo Disco . . . or sign up to be notified

Why not give Disco (Beta) a try and join the handful of growth-focused marketers who are already raving about it?

Try Disco (Beta) at our no risk 30-day money back guarantee. If Disco (Beta) isn't for you, just let us know to receive a prompt refund. If you stick with Disco (Beta), the upgrade to Disco 1.0 and all future upgrades will of course be FREE.

Call 1-778-430-1811 or e-mail us at [gott@trydisco.com](mailto:gott@trydisco.com) right away.

Curious to know what Disco will look like on your website? Enter your URL below to take a look.

[Your URL' field and 'Demo Disco' button here]

Or simply reserve your spot to be one of the first to try Disco 1.0.

[Your E-Mail Address' field and 'Notify Me' button]