Denmark-based SimpleSite Shows Solid User Growth

By Rikke Lundmand, May 09, 2013. Leave a Comment

SimpleSite, as the name suggests, is a platform dedicated to making it easy for SMEs and individuals alike to create their own websites. The Danish company began its journey in the early 2000s, and today, that hardly makes them a young startup anymore; however, recent news stories from our region are always pleasant to catch up on.

When we last covered them in 2013, they had rounded out at 10 million users for international growth. Looking at them today we see that much is what they’ve done. Big time.

According to SimpleSite Founder and CEO Morten Ell, the website has users in every single country in the world with the exception of three. They are currently advertising in as many as 23 countries and 14 of all countries (as of 2013) free creation services, Brazil, India and China) are being specifically targeted.

The company announced a main net deficit last year, which was mainly due to the company’s heavy investments. It seems like the confidence for big spending came from the estimates of future profits from these growth, which they estimate to be roughly €100 million.

“Our customer base growth is the result of targeted investment in online marketing, where we can fairly accurately predict the value of the cost we invest,” commented Ell.

Though the precise position of companies in this market is difficult to determine, SimpleSite is now certainly among the top 20 in the global market for websites for small businesses. This could change as the company is showing serious determination to launch the best half of 2013 and begin to move even higher.

“A large company can hire more people and attract the best programmers, or grow up as the opportunity to improve our market position through product development,” said Ell.

Because of the massive amounts of new trial subscriptions each month (several thousand, according to them), SimpleSite can afford to test A/B testing to push product development.

“When we asked a background picture to new users’ websites, 33% more users did choose to become customers. We could determine this with certainty because we have as many new customers each month. In this way, our size enables us to create a better product,” Ell added.

Seventy percent of the Denmark-based company’s turnover in 2012 was international and 88 percent of all new customers came from abroad.

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