



ConvertBox Review: Good for lead generation?

Are you one of those having a difficult time producing higher-quality leads and converting your visitors into leads? You are probably not sending the right messages at the right time.

What used to cost thousands in enterprise-level software can now be achieved through ConvertBox. ConvertBox is an entry-level lead generation tool featuring many features for a reasonable, one-time fee.

While it may not offer the level of functionality most professional marketers like, it is more than enough for business owners and entrepreneurs. Let's find out why this tool is taking the digital marketing scene by storm.

If you're ready to know more, let's dive in!

What is ConvertBox?

[ConvertBox](#) is an automated CRO offering customization options inside of a simple-to-use interface that makes retargeting and email collection a snap.

Many new marketers have difficulty wearing all the hats needed of them. It is also not uncommon for good website designers to struggle with sales funnels or for copywriters to not be good digital graphics artists.

Where ConvertBox soars is the capability to offer all the needed tools to push their visitors down the buyer journey in one package.

Some of its features are the following:

- **Multiple pop-up formats and placements**
- **Conditional integrations**
- **Quizzes**
- **Detailed analytics**

- List collection
- Split testing
- Personalized offer
- Site visitor segmentation
- Multi-step funnels
- Countdown timers
- Customized form fields

Most of those features are accessible on other software services at various price points. Remember that ConverBox only has a single price accessible for the time being, but you can have complete functionality at a minimal cost.

History of ConvertBox

Previously known as ConvertBar, ConvertBox was established by Dean Saunders, an online marketer with years of experience. Since its inception, Saunders has continued to enhance the platform. Many features have been added, which are based on his experience working with email marketing.

In 2021, Josh Bartlett acquired the company and continued to make necessary enhancements. Josh is already recognized in the digital world due to his firm, ThriveCart, which handles online shopping. Thus, adding ConvertBox to his portfolio made a lot of sense.

The acquisition was publicized on his social media platform, and the response was positive. Users are excited to see how he could take an already-amazing product to the next level.

Awesome Features of ConvertBox

With a plenty of [lead-capturing tools](#) available on the market, the real discriminator boils down to its great features. Many site owners do not care about how many features a software provides but whether those features will offer them a competitive edge.

They must be simple to use and powerful at the same time.

You may be wondering: does ConvertBox fit the bill? The information available on their website is somewhat scant, but here is what we have collected about it so far.

- **Integration**

The more site visitors you have, the more you will need to add automation to your toolbox. Luckily, ConvertBox has many integrations along with other SaaS products, with more added each day.

Most of the popular integrations in the platform are already accessible. In case there is an application you prefer to link, you can use the HTML form integration to make a custom integration.

On the other hand, you can also use Zapier to make webhooks, too. Perhaps one of the best integrations that ConvertBox provides is the one with Google Analytics. You can sync up your account with the platform, and you will begin to track the activities on every site in no time. How cool is that?

- **Visual Editor**

Technically speaking, ConvertBox is designed as a WYSIWYG editor. That kind of visual manipulation is more widespread than it used to be. Anyone with experience, along with other visual editors, will feel at home with ConvertBox.

On top of that, all your customization options can be accessed on the sidebar. From there, you can add elements such as buttons, images, text boxes, and videos.

One thing I love about the platform's visual editor is it acts like a high-powered editor from a website tool such as Elementor or Divi. With a simple click, you can easily switch over from a desktop to a mobile view. You can also have multiple font and styling customization options.

To ensure your forms are the best they can be, you can split-test different forms directly on the interface. Nonetheless, those who want to have huge customization options may find the platform lacking.

But if you crave efficiency and simplicity, ConvertBox is right up your alley.

- **Dashboard**

One of the main concerns afflicting software services these days (particularly form builders) is a confusing interface. You may have hundreds of features and data points, but how do you begin sorting them?

ConvertBox makes it simple to do that. You can sort through all your forms on your websites and find quick statistics on each. Further, you can even begin by site and look at all of your forms (inactive or active).

Would you like even more organizational features? You can make group forms on those websites, too. At the top of your dashboard is a monthly overview of your activity for a particular website you have picked.

From there, you can determine which forms are costing you money and which ones should be retooled.

When it comes to the visual builder, everything is a drag and drop. You can also move forms around inside the dashboard to make a simpler interface for you to assess.

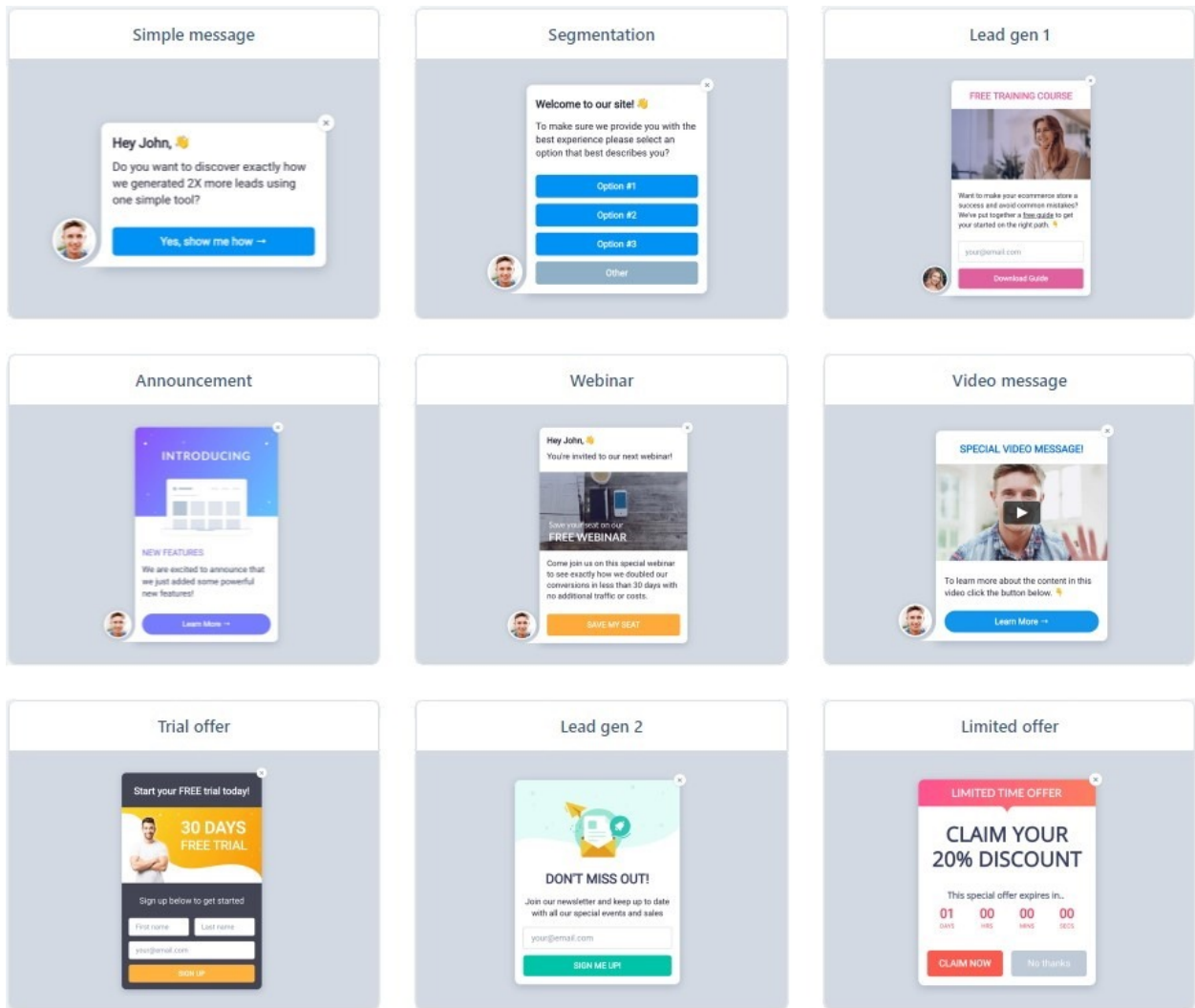
- **Templates**

You won't find lots of pre-made [ConvertBox templates](#) available on the platform, which isn't shocking since it is still in a very early stage. The ones you will find look decent, and each one is completely customizable to fit your needs and preferences.

What the platform lacks in variety, it makes up for in flexibility. That means you can pick from either overlay or embedded forms. The latter works perfectly for permanent boxes you like to make evergreen. Meanwhile, overlay forms are perfect for time-sensitive material and promotions.

From there, you can select from a wide array of templates based on your purpose. Also, ConvertBox provides pre-made forms for consulting, live events, or training. You also have ones for segmentation, video, targeted messages, and lead generation, too.

You can easily tell that ConvertBox has put lots of thought into its designs. That makes it simpler for people with fewer design capabilities to produce sharp-looking forms with minimal effort.



How Much Does ConvertBox Cost?

At the time of writing, a ConvertBox lifetime deal will only cost you a one-time fee of \$495. That enables you to make an unlimited number of forms, which can be viewed about 250,000 times every month. That also includes all their features and no-up charges for the premium add-ons.

The only caveat here is the limited usage of the standard plan. You can only utilize it on about ten websites. If you like more, you must upgrade to the ConvertBox Pro plan for an extra \$95.

Remember that the Pro plan is more agency-focused. It offers you the capability to use ConvertBox on at least fifty websites with a total view of 500,000 views every month. Also, with five extra sub-user logins, this feature is ideal for agencies wanting to offer those services to their clients.

In case you are still not convinced, you can take advantage of ConvertBox's thirty-day money-back guarantee. Feel free to test drive all the features and learn if it works best for you.

What Can You Create with ConvertBox?

You'll find basic elements within ConvertBox that you can customize to suit your needs. These includes:

- **The Sticky Bar** – You may integrate a sticky bar to the top of your page, and it will float above the website.
- **Center Modal** – As the name indicates, it shows in the center of your screen and greys out everything behind it.
- **Embedded Boxes** – You can pick from two types of embedded boxes, which can be positioned anywhere on your website. The Large Embedded is perfect for under blog posts or to take up space on your pages. Meanwhile, the Small Embedded is perfect for small ads or sidebars.
- **The Full Page** – It lets you use ConvertBox as a landing page style pop-up along with a fully occupied page containing key information.
- **Callout Modal** – This is a pop up box that appears on the left or right side of the webpage where you can make a direct link to an offer or an opt-in box to collect or create an automation rule.

Select a type of ConvertBox

Overlay

Show over your page as a popup

Embedded

Show inside your page content

Sticky Bar



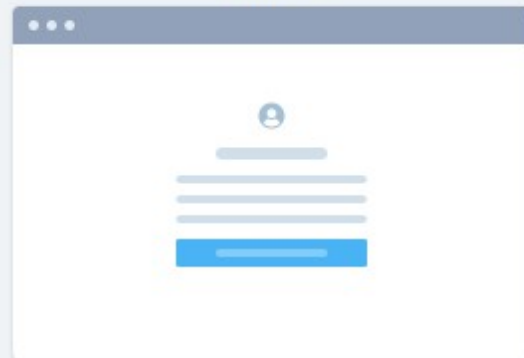
Callout Modal



Center Modal



Full Page



The Pros and Cons

The Pros

- ✓ **Personalized messaging**

ConvertBox can send messages as it tracks the user on your website. That's something you won't see on most sites and will certainly make an impression on your visitors.

- ✓ **One-time fee**

With most of the SaaS tools charging a monthly payment, ConvertBox only charges you a one-time fee, not to mention you can utilize the software for a [lifetime](#). That means there are no recurring costs. How cool is that?

- ✓ **Audience segmenting**

When you use ConvertBox, you can easily segment your visitors into various email lists. Would you like a higher level of targeting? You can utilize the tagging features in your autoresponder to further segment your site visitors.

That feature will enable you to deliver highly targeted emails to individuals who are interested in particular offers you are promoting or selling. It will not get help you get more sales, but you will have fewer subscribers, as well.

- ✓ **Simple to use**

The drag-and-drop feature in the platform lets you create forms fast. Even newbies will have no issue using the software. On top of that, you don't need to be tech-savvy to figure things out.

- ✓ **A/B split testing**

ConvertBox will enable you to split-test your pop-ups. You will have access to those real-time analytics so you can keep your winning forms and get rid of what is not working.

Keep in mind to always keep split testing against your controls. Enhancing your conversions is one of the ideal ways to quicken your list building and produce more sales.

✓ **Simple to install**

You would realize that such innovative software would be challenging to install. Yet, that is not the case. You can effortlessly install ConvertBox on your website and use it within minutes.

For those WordPress users, you can easily add the plugin connecting your boxes to the website. For the embedded boxes, you can either utilize the code or HTML to add them where you like them.

✓ **A variety of forms**

You will find numerous custom forms within ConvertBox, which you can edit and adjust to easily make forms for your website.

✓ **Targeted lead message**

One of the cool things ConvertBox does is it monitors where your visitors are coming from and the actions they take on your website. For instance, ConvertBox will learn that a site visitor on your site is reading your posts on affiliate marketing.

It will show a pop up that provides a freebie. You can bet that the site visitor will be more likely to sign up for that freebie because that is what they're interested in.

That's how ConvertBox converts your site visitors. Indeed, you will be the one making the various opt-in forms and lead magnets. However, that added effort will yield massive rewards and boost your list-building.

The Cons

Despite having a one-time fee costing of \$495, that big amount might be too much for newbie marketers who are on a tight budget.

Still, if you are only starting to create your business online, you do not need ConvertBox. That tool is more suitable for established sites, which are getting traffic and require a higher level of targeting.

FAQs on ConvertBox

Looking for more answers to your ConvertBox questions? Here it is!

Q: Are there any ConvertBox tutorials?

Unluckily, there are no currently ConvertBox academies that will help you learn how to use the tool. Nonetheless, you will find a “Basics” section that does something similar. That’s not clean but still offers step-by-step instructions to help you get started.

Q: Is there a free plan available?

ConvertBox doesn’t have a free plan now. The lifetime package is somewhat reasonable, unlike other form builders available in the market. You can also take advantage of their thirty-day guarantee.

If you bought it and did not like its features, you can effortlessly return it with minimal fuss.

Q: Will ConvertBox work on any websites?

ConvertBox must work fine on any website builder or website, such as WordPress, Wix, or Squarespace. It is not technically a plugin, but ConvertBox does have a WP plugin available if you wish to upload it to your website. How awesome is that?

Q: Do they offer customer support?

Their customer support lines aren't as responsive as other SaaS programs available. However, you can expect to hear back from their team within twenty-four hours.

Q: Is ConvertBox simple to use?

Whether or not a website is simple to use will depend on your skill level and email marketing expertise. Most lead generation software services will offer a host of tools with minimal guidance on how to use them.

On the other hand, some are so pitiful that they scarcely merit a paid plan at all. Fortunately, ConvertBox does an amazing job of dividing the difference between those two. It is solid enough to satisfy marketers, but it's also basic enough to let you create a basic pop-up in minutes. Also, the drag-and-drop editor makes it simple to use. With the provided split testing and analytics platform, you can refine and improve your forms further.

There are some concerns that they will need to improve on, though. For example, you don't get many design options. That's good for website owners who often get overwhelmed easily, but it can be frustrating for those experienced users.

Another common complaint is the inability to learn the individual site visitor. Basic retargeting features are activated, but geographical reporting and bespoke visitor behavior stats are quite lacking.

Q: How can you use ConvertBox to grow your business?

You can use ConvertBox to produce a more personalized user experience for building your email list. You can get more people to engage in your campaigns (purchase, subscribes, and get more clicks) by offering a more relevant product or lead magnet.

Final Thoughts – Summary of our review

Do you have a niche website promoting various products? Then you'll certainly want ConvertBox to segment your target audience and create more targeted lists for you.

That's one of the unique software tools available on the market. Also, since the software is still new, it has not caught on yet. That explains why early adopters are getting a one-time payment option.

After ConvertBox goes mainstream, you can expect to pay for it monthly. Thus, it is best to get in early while it's still available for a one-time fee. That's a powerful tool that will help boost your sales and conversions and develop your list faster than you ever realized possible.

[ConvertBox is open for early access + special lifetime pricing](#)

[Click here to request an invite](#)