



Chrome River is a fast-growing player in the world of corporate expense management, but a super-sized rival has continually drawn market share away from Chrome River's solutions. As part of an effort to educate an audience wholly unfamiliar with their products, the Chrome River team turned to WebMechanix for a custom landing page that would provide both product education and social proof, ultimately priming users to sign up for a free walkthrough.

The finished product is on-brand, informative, and action-oriented, providing helpful context and easy access to a product walkthrough for financial decision makers looking to give Chrome River's expense management solutions a spin.

