‘Making just another website’ no longer drives desired actions

Analyzing and Optimizing the Customer Journey with Sitefinity

Richard van Tol
Solutions Engineer
EMEA PUG Prague November 2017
Hồ Khanh
Sơn Đoòng Cave
Answers to questions like

- How visitors interact with your organization across channels?
- How many hot leads do we have? Who are they?
- How are your visitors divided among the persona’s?
- What can you do to optimize your conversions, such as website registrations and purchases?
  - If you run a campaign, how likely will it increase conversions and by how much?
- What’s the ROI of your content assets such as whitepapers and videos?
  - How does one whitepaper attribute to increasing conversions versus another whitepaper?
1

Value of content

2

Law Faculty awarded

1000

Demand for Law graduates

100

100
Quotes from a DEC customer

“Digital Experience Cloud is the future of digital marketing at Wärtsilä”

“The B2B world needs more personalized experiences, and DEC enables us to create them.”

Maud Bernard, Digital Marketing Specialist at Wärtsilä
Increase conversions

How to increase conversions?

Top Recommendations

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Potential Increase</th>
<th>Current Conversion Rate</th>
<th>Potential Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segment of 10X contacts can achieve higher conversion rate, if they...</td>
<td>+30%</td>
<td>0.5%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Receive Security assessment BYOD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Segment of 30% contacts can achieve higher conversion rate, if they...</td>
<td>+17%</td>
<td>0.8%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Visit /blog/VPN-setup-for-remote-employees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Segment of 43% contacts can achieve higher conversion rate, if they...</td>
<td>+18%</td>
<td>0.5%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Download whitepaper Create a successful BYOD policy in 2 weeks</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All recommendations

Recommendation: How to increase conversions for Business laptop purchases?

Who to target:
- Business owners or contacts who visit Insecurity/financial-report and engage with Security for Business and Win project under (Security)/enterprise security
- 1,100 contacts (50% signed) based upon the recommended action plan

What you can achieve:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Current</th>
<th>Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conversion rate</td>
<td>1.4%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Uptake</td>
<td>760</td>
<td>1,128</td>
</tr>
</tbody>
</table>

Potential Uptake increase: 368

See this as calculated.
Who are involved?
Quantum persona’s

Business User
Interested in Usability

Gamer
Looking for Company In...

IT Manager
Enterprise Needs
The Quantum Website and Quantums DEC
What have we seen so far?

- An anonymous visitor visits the website
- DEC tracks the interactions
- And scores points for personas
Page personalized based on persona for anonymous visitor

[Standard homepage]

[Business user]
The anonymous visitor registers

**DEC creates contact card…**

…and adds the customer journey to it
There is more!
Lead scoring

- Lead scoring based on rules like the personas
- Export lead information
- Get notified if a contact reaches a certain level
- Personalize based on lead scoring
Optimize the customer journey

- Conversions
  - Submit Contact Us Form
  - Register an account
  - Contact sales by phone
  - …

- Touchpoints
  - Defined
  - Discovered
Recommendations

How to increase conversions for Business laptop purchases?

Who to target:
Dynamic segment of contacts who:
Visit: 'In-sight:充分发挥financial report and
View: 'Enterprise wide' View for Business and
Visit pages under 'https://enterprise security/"

What you can achieve:

<table>
<thead>
<tr>
<th>Current</th>
<th>Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.9%</td>
<td>760</td>
</tr>
<tr>
<td>760</td>
<td>1,128</td>
</tr>
</tbody>
</table>

Potential Conversion Increase for 3 months

How this was calculated?
And then...  ...Action with Campaigns

Upsell desktop owners to notebooks

21 days after campaign start

<table>
<thead>
<tr>
<th>Targeted</th>
<th>Engaged</th>
<th>Converted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeted</td>
<td>Engaged</td>
<td>Converted</td>
</tr>
<tr>
<td>648 contacts (new inbound contacts)</td>
<td>44 contacts (new inbound contacts)</td>
<td>19 contacts (new inbound contacts)</td>
</tr>
<tr>
<td>Engaged</td>
<td>44 contacts (new inbound contacts)</td>
<td>19 contacts (new inbound contacts)</td>
</tr>
<tr>
<td>Converted</td>
<td>19 contacts (new inbound contacts)</td>
<td>80 contacts (new inbound contacts)</td>
</tr>
</tbody>
</table>

Campaign performance

Effective
Let’s return to Quantums Digital Experience Cloud
Use the campaigns in Sitefinity
Sitefinity Digital Experience Cloud (DEC)

360 Degree View of the Customer Journey
Measures how Marketing Efforts Contribute to Conversions
Recommendations on the Next Best Steps to Drive Conversions
Find Hidden Marketing Potential through Predictive Analytics

Social Media
Website
Marketing Automation
Mobile Apps
CRM
Quantum CRM and Quantum App
Joe interacts with the backoffice
DEC records the interaction
Joe uses the Quantum Mobile App

*DEC tracks all interactions with the mobile app*

<table>
<thead>
<tr>
<th>INTERACTION</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like</td>
<td><em>Quantum releases a new gaming</em> ...</td>
</tr>
<tr>
<td>Do not like</td>
<td><em>Quantum releases a new gaming</em> ...</td>
</tr>
<tr>
<td>Open</td>
<td><em>Quantum releases a new gaming</em> ...</td>
</tr>
<tr>
<td>Open</td>
<td><em>all posts</em></td>
</tr>
<tr>
<td>Login</td>
<td><em>hybrid-demo-application</em></td>
</tr>
<tr>
<td>Visit</td>
<td><em>quantum.sitefinity.com/?sf-hru</em></td>
</tr>
<tr>
<td>Login</td>
<td></td>
</tr>
</tbody>
</table>
Joe’s 360 degree customer view

360 degree customer view

Mobile interactions

Back-office interactions

Website interactions

INTERACTION
Like: Quantum releases a new gaming...
Do not like: Quantum releases a new gaming...
Open: Quantum releases a new gaming...
Open: all posts
Login: Quantum releases a new gaming...
Ready to enter the cave?