



“SMARTFORMS HELPS REDUCE FRICTION IN THE LEAD GENERATION AND NURTURING PROCESS. PLUS, BY ENRICHING OUR DATA WITH ADDITIONAL INFORMATION, WE CAN DELIVER AS RELEVANT AN EXPERIENCE AS POSSIBLE.”

MYLLISA PATTERSON

SENIOR MARKETING OPERATIONS MANAGER, *webtrends*

WEBTRENDS ACCELERATES RELEVANT INTERACTIONS WITH PROSPECTS AND BOOSTS QUALITY OF SALES LEADS

Since helping to establish the web analytics industry in 1993, Webtrends, Inc. has been providing solutions that have empowered more than 3,500 companies – including many of the world’s leading brands – to drive remarkable results across their digital marketing efforts. Webtrends’ own demand generation strategy is heavily focused on inbound digital marketing and to keep pace with the latest marketing trends and site visitor expectations, the company is continually refining its approach to engaging with prospective buyers.

THE CHALLENGE

Like many companies, Webtrends recognizes that the key to attracting and connecting with prospects online is by delivering relevant, timely content. The company also understands that people are often unwilling to share much information in exchange for downloading content from a company for the first time. In fact, knowing that many people enter inaccurate data on landing page forms, Webtrends had stopped asking for two key pieces of information: annual revenue and number of employees.

However, Webtrends needed this information for its lead scoring model so its lead qualification team was tasked with manually appending the data to a contact’s record by visiting multiple data sites. In many cases, the team would then forget to rebuild the lead score that pulled from this information. As a result, Webtrends was basing its lead scoring formula on incomplete data, making it difficult to determine who qualified as a strong lead. According to Myllisa Patterson, Senior Marketing Operations Manager for Webtrends, “It’s our preference to get information about leads without asking them directly. However, we needed a more automated, streamlined way of appending data to our records.”

THE SOLUTION: SMARTFORMS

Seeing is Believing

Patterson was aware of data-append services but considered them too expensive. “You pay a lump sum from the get-go and then an exorbitant fee for data refreshes,” explains Patterson. In addition, she wanted to seamlessly feed firmographic data into her landing page forms.

At a conference, a vendor of marketing automation software told Patterson about SmartForms from ReachForce, a cloud-based, real-time web form appending and data-enrichment solution. Coincidentally, Patterson had just

CUSTOMER PROFILE

Webtrends is at the forefront of real-time digital marketing relevance and customer experience management through unified customer intelligence with industry-leading analytics across mobile, social and web that enable marketers to optimize campaigns, maximize customer lifetime value and deliver highly relevant digital brand experiences in real-time.

CHALLENGE

Needed automated, streamlined way of appending data to contact records

SOLUTION

SmartForms

KEY WINS

- Slashed time to build full site visitor profile from three web visits to one cutting elapsed time to profile from three weeks to same day.
- Enabled company to deliver ungated content to new site visitors, for faster and deeper engagement
- Dramatically scaled drip and nurturing campaigns
- Improved quality of sales leads, allowing sales reps to focus on purchase-ready leads for better productivity
- Increased sales pipeline 40% per quarter since SmartForms implementation.

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engaged ReachForce to build a targeted list so she requested a demo of SmartForms. “I was surprised at how easy and affordable the solution was. And as soon as I saw the sync occur between the form and external data, I was sold,” continues Patterson.

Customized Implementation is a Hit

Because companies’ needs vary when it comes to the information collected on forms, ReachForce makes it easy to customize the SmartForms implementation for each customer.

I loved the thought process and wish every vendor took this approach. And, ReachForce quickly turned around our custom requests around progressive profiling

According to Patterson, **implementation was as simple as promised**. After a phone call between Webtrends and ReachForce, Webtrends went live with the solution, including integrating SmartForms with its Eloqua marketing automation system. “We created fields in Eloqua and in Salesforce.com, put code on our landing pages and that was it. It was incredibly easy.” Within two days, Webtrends had its first form up for testing.

Patterson has nothing but praise for ReachForce. “My account manager checks in regularly – not to sell me anything but to ensure I’m having a good experience with the solution. It’s refreshing to work with a vendor that feels like a true partner interested in your success.”

THE RESULTS

Driving Smarter Interactions

Before using SmartForms, Webtrends was unable to build a complete site visitor profile until a person had provided information over the course of three visits, which could often take three weeks. **With SmartForms, Webtrends asks five questions in a single form and never asks the site visitor to fill out a form again.** “SmartForms helps reduce friction in the lead generation and nurturing process. Plus, by enriching our data with additional information such as industry vertical and annual revenue coupled with a site visitor’s digital behavior, we can deliver as relevant an experience as possible,” explains Patterson.

Webtrends uses SmartForms in all its demand generation programs and on all campaign landing pages.

By capturing a wealth of information upon the first interaction with a site visitor, Webtrends can concentrate on quickly building digital engagement with prospective buyers rather than on finding out more about the person’s company. In addition, Patterson is able to seamlessly feed the information to her sales team via Salesforce.com so they have ready access to the lead’s profile.

Boosting Program Results and Lead Quality

With SmartForms in place, Webtrends is realizing numerous benefits. First, the company is more willing to offer ungated content because it knows it won’t take multiple interactions to gather full profile information on leads. “While it’s much more effective to offer ungated content at the beginning of your engagement with someone, marketing managers can be leery of this approach. With SmartForms, we can demonstrate how this approach can be very effective without jeopardizing lead generation,” explains Patterson.

In addition, cutting the information-gathering process to a single step has fueled Webtrends’ drip and nurture programs. “We quickly know who is a good candidate for a drip or nurturing campaign and have scaled these programs dramatically. Plus we have a much clearer understanding of the content these people are interested in, so we can more intelligently drip and nurture,” continues Patterson.

Moreover, the lead qualification team can now focus on verifying leads, rather than on appending data from third-party providers to an average of 300 leads per week. As a result, the team is saving an average of 15 hours per week – which means they have the bandwidth to handle more leads.

At the same time, while the quantity of sales qualified leads (SQLs) has dropped, the company’s pipeline has grown. In other words, the quality of SQLs has risen. “We’ve experienced a 40% increase in pipeline generated per quarter since we implemented SmartForms. Although some of this is attributable to changes to our demand gen strategy, SmartForms has definitely played a role. Now our sales reps can spend more time engaging people who are ready to buy,” says Patterson.

Influencing Deals Going Forward

Going forward, Webtrends plans to explore further ways it can take advantage of all the appended data it gets via SmartForms. Patterson envisions getting even smarter about segments and driving even more relevant content streams for a targeted audience. “Ultimately, we’d like to capitalize on the data for even more sophisticated matching that allows us to engage deal influencers and champions who our sales reps are not directly engaging. By identifying these people early and then triggering relevant content, we can potentially move the needle more quickly on our deals,” concludes Patterson.