

Case Study



SDL Tridion

SDL Tridion improves lead generation with WebleadsB2B's specially designed landing pages and WebWHO profiling

SDL is the leader in Global Information Management solutions. It has over 1000 enterprise customers, has deployed over 170,000 software licenses and provides access to on-demand portals for 10 million customers per month. It has a global infrastructure of more than 50 offices in 32 countries.

SDL's Web Content Management Solutions division delivers the leading enterprise class Web Content Management platform, SDL Tridion. SDL Tridion enables organizations to deliver a consistent, interactive and highly targeted customer experience, in multiple languages, across multiple Web sites and channels.

<http://www.sdltridion.com>

Key Challenge

SDL Tridion developed a multi-channel marketing plan that included direct mail, email, sales calls, trade shows, and an attractive website to engage the visitor. Though they had high level information about their visitors, they were still lacking in-depth, detailed information about individual visitors. Though their efforts were generating some new prospects, they still hoped to find a way to increase the number of incoming leads from their website.

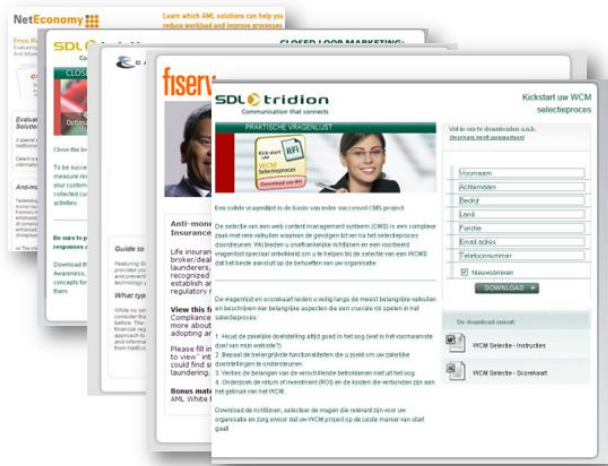
WebleadsB2B Solution

Using WebleadsB2B, SDL Tridion was able to quickly and easily create intelligent landing pages that delivered high conversion rates and provide background information about each lead. By using WebleadsB2B services and technology, they obtained hitherto unknown and valuable information about each prospect visiting their landing pages. By tracking their customers and prospect's using WebleadsB2B unique profiling capabilities, SDL Tridion's lead generation efforts improved immeasurably, with sales results improving as a result.



Results:

- New quality leads are added to their CRM on a regular basis, ensuring their contact database is clean and updated.
- They were able to speed up the pre-qualification of their potential leads, improving the quality of leads passed on to sales
- They gained valuable insight in to the interests of new prospects and current customers
- The sales department now approaches the calling of prospects quite differently, confident that the quality of the leads passed on to them are of a much higher quality. Instead of cold calls, they are able to focus on addressing the prospect's specific interests
- Inside Sales now have a regular stream of inquires to tap into
- WebleadsB2B's validation checks and LinkedIn integration ensures they have all the information they need for each call.
- Two years later on, WebleadsB2B remains an important part of their lead generation efforts and successful sales results.



Intelligent Landing Pages

Information about those who filled in a form and those that do not are captured and followed up for investigation.

New stream of leads

Inside sales now have a new constant stream of potential leads to call on that match their target profile.

Focus on your prospects

With WebleadsB2B's unique profiling capabilities, immediately detect if your target market is visiting. Up-sell to existing customers viewing your new online promotions.

Use self-learning intelligence

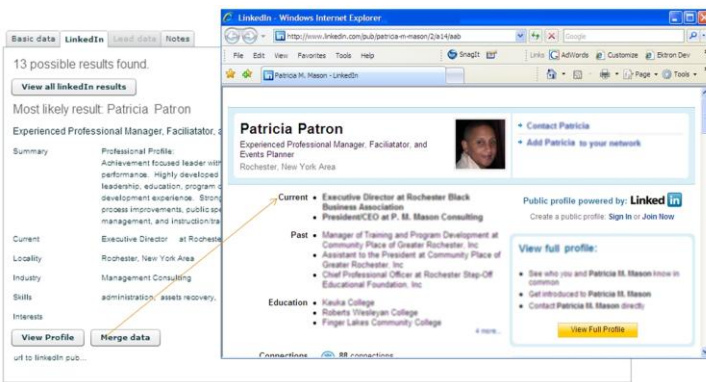
Drag and drop visitors into separate groups such as "targets" or "customers", and immediately the next time they visit, they will be classed by that category.

Seamless LinkedIn data

Our seamless LinkedIn integration reveals who your visitors really are.

Get up and running in minutes

As with Google Analytics, simply insert a tag into your web page, you are up and running. It's that simple.



"WebleadsB2B has contributed significantly to our lead generation efforts. Their web marketing service provides us with an effective means to achieve our sales targets. They produce desirable enterprise customer opportunities that we are able to close. All of this, combined with excellent client services, has made WebleadsB2B a valued marketing partner for us."

"I am very pleased with the speed and quality of service provided, and it has been a pleasure working with their staff. I'd recommend them to everyone except my competitors!"

Annelore van der Lint, Marketing Director at SDL Tridion

Contact us

WebLeadsB2B is a fully automated online service. Contact us through our website:

www.webleadsB2B.com