WHEREOWARE

DESIGN • DEVELOPMENT • MARKETING

USING CUSTOMER PERSONAS
TO INCREASE ROI

NETPROSPEX

CHALLENGE

NetProspex, the leading provider of B2B sales and marketing data services, needed to update their website to generate higher quality leads, nurture customers, and accelerate business growth. Their current site was all about them - their services, projects, and awards - and not about the customers they wanted to reach. (Figure A, below)
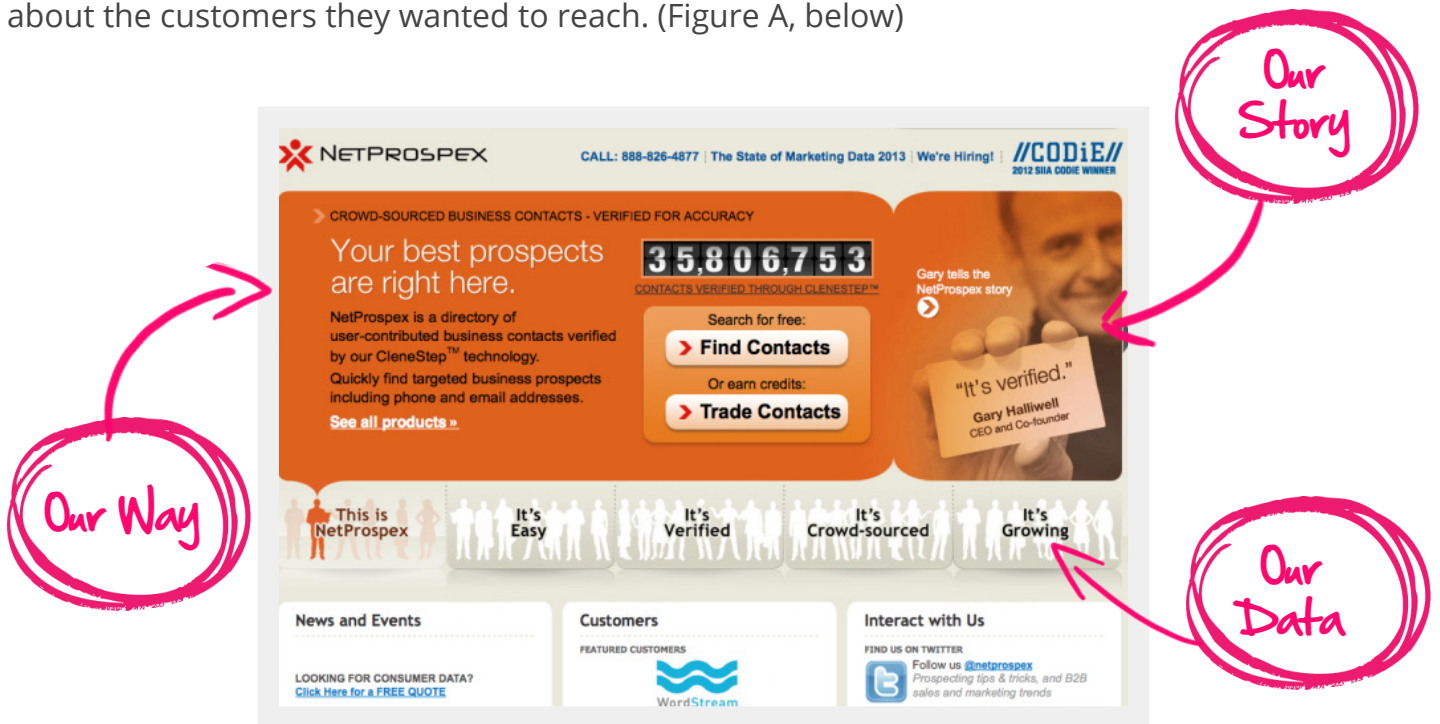

Figure A: NetProspex wanted to update their website to be more customer-centric

NetProspex's mission was twofold: to better understand their website visitors by developing detailed visitor personas for them, and then to fill their new website with relevant resources to engage those visitors.

Next, NetProspex teamed with digital marketing agency and Silverpop platinum partner **Whereoware to take their persona puzzle pieces and develop a measureable and actionable plan to capture high quality, sales-ready leads.**

SOLUTION

NetProspex's first step was creating a clear picture of their target demographic. What challenges do their prospects face each day? What resources can NetProspex provide to help them?

From there, **NetProspex developed three personas: demand generation, data management, and sales leadership** to reflect target customers that might purchase their services, and then split those personas into two tracks: tech and non-tech. Next, NetProspex created 110 new pieces of content for download that spoke directly to their customer personas' interests and challenges. (Figure B, following page)
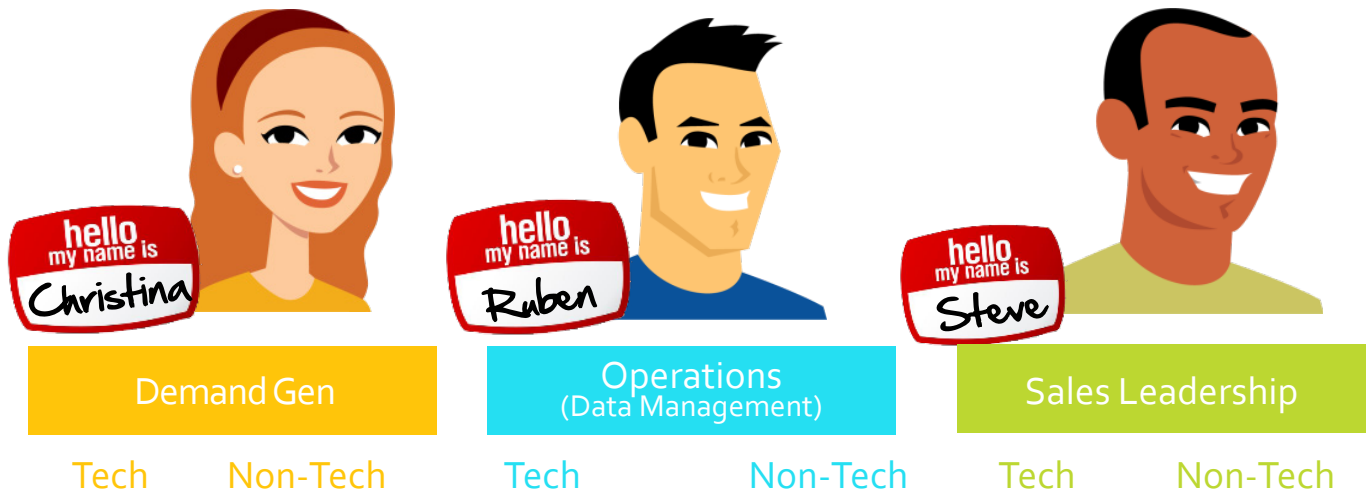
Figure B: customer personas, split into two tracks, representing NetProspex's customer base

Whereoware used a combination of marketing automation, dynamic content, and progressive profiling (Figure C, below) **to develop the new website and lead generation strategy**, placing the right content in front of the right customer to create a more relevant, personalized experience for each user.

Progressive Data Collection:

- Start with Anonymous Visitor, gradually build a full profile

- **Implicit profiling**: make assumptions based on behavior

- **Explicit profiling**: visitor gives you data (often via a webform) in exchange for valuable resources

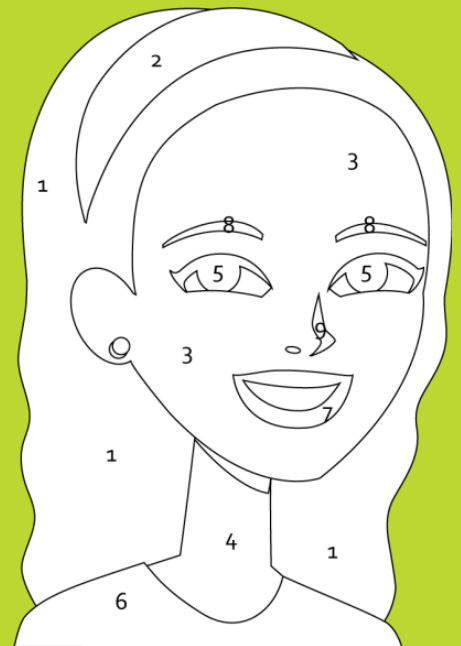- Based on data gathered, dynamically offer relevant and valuable resources in exchange for more data

FIGURE C: combining implicit and explicit profiling to identify each customer's persona

Using a combination of implicit profiling (the person's behavior - what they clicked, emails they opened, etc.), and explicit profiling (data like email or industry type, input into a webform), **Whereoware identifies visitors as a specific persona type.**

MEET CHRISTINA

Let's follow **demand generation target Christina** through her NetProspex online experience.

Christina visits the website and clicks a button that interests her – finding targeted data. Behind the scenes, a hidden Silverpop webform sets her persona (Demand Gen) and buying stage (Engage), which are fields in NetProspex's Silverpop database. (Figure D, below)
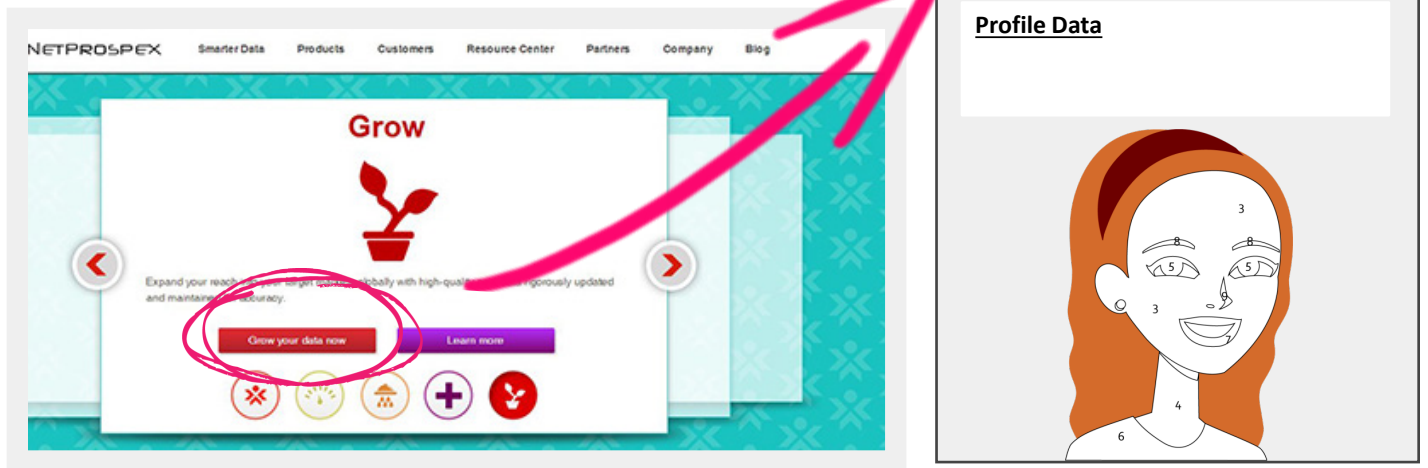

FIGURE D: persona is identified and captured in Silverpop

Web tracking codes embedded in NetProspex's website collect Christina's implicit data, like **website pages she visits**. Silverpop analytics data collects information **when she opens and clicks emails.** Simultaneously, Whereoware collects Christina's explicit profile information using progressive webforms that request minimal information to start (**email and industry type,** for example), instead of requesting all her personal information upfront. Each form dynamically removes any fields Christina already filled out in a past interaction. This approach dramatically reduces friction. **(Figure E, below)**
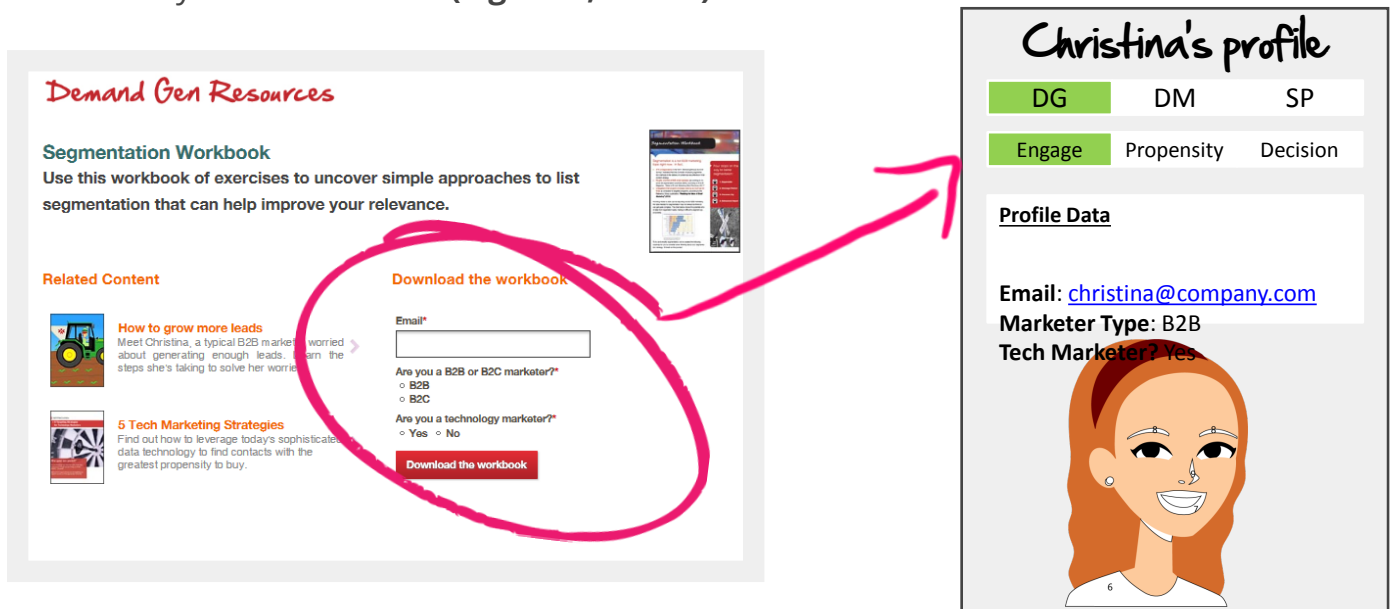

FIGURE E: Christina's online webform information is captured in Silverpop to personalize her online experience

Once Christina submits her email address, she is put into a series of NetProspex emails that are personalized with her information. Christina is later enticed to download additional resources and in turn, fill out more webform fields. **The data collected is used to further personalize her experience. (Figure F, below)**

As Christina browses the website, clicks call-to-actions, and submits webforms to download resources, a comprehensive profile is slowly built, fleshing out unknown details.

Christina clicks in her email to view a resource, fills out the webform to complete the download, and is pushed to the "Propensity" Stage.

Christina's profile

DG	DM	SP
Engage	Propensity	Decision

Email: christina@company.com
Marketer Type: B2B
Tech Marketer? Yes
Name: Christina Smith
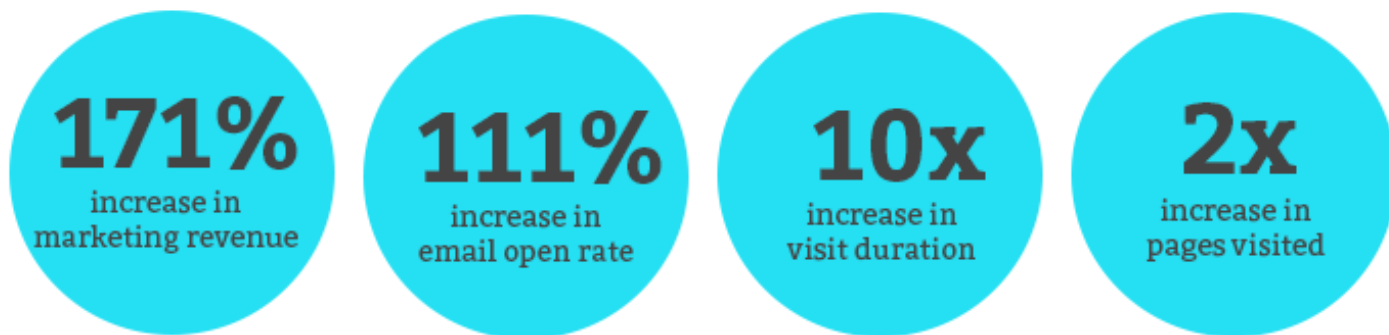**Title**: Director of Marketing

FIGURE F: as Christina downloads resources, a comprehensive profile of her needs and interests is captured

WIN/WIN - TREAT LEADS LIKE PEOPLE, DEVELOP LASTING RELATIONSHIPS

Whereoware set up the NetProspex program to treat Christina like a person, not a lead. Whereoware's combination of progressive profiling and dynamic content gained Christina's trust, kept her engaged, and improved her overall user experience. NetProspex was able to collect Christina's valuable lead information and pass higher quality leads to their sales team via Salesforce.

RESULTS

171% increase in marketing revenue

111% increase in email open rate

10x increase in visit duration

2x increase in pages visited

Let's talk about how targeting customer personas increases ROI –

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