DEMANDBASE

Account-Based Website Personalization and Targeting for B2B Companies

Instantly Engage More of the Accounts That Matter in Four Easy Steps



THE WEBSITE IS THE HUB FOR ALL CUSTOMER AND PROSPECT ACTIVITY IN THE BUSINESS-TO-BUSINESS (B2B) MARKETPLACE.

In fact, every single deal that your sales team closes has touched your website at some step of the buying process. Still, most B2B companies earn the majority of their revenue from a very small percentage of their web traffic–most often because only a portion of their traffic is in their "Sweet Spot."

"Sweet Spot" accounts share certain select characteristics with your best customers. By optimizing your website for those Sweet Spot prospects, you can accelerate revenue and entice more of those premium visitors to convert. As a B2B marketer, your team needs to rethink how you can convert more first-time visitors from your Sweet Spot accounts the moment they arrive at your site. If you do, you'll see a staggering increase in the number of highly profitable leads that rapidly enter the sales cycle and become pipeline.

Takeaways include:

- How a "one size fits all" website strategy could have a negative impact on revenue
- How to improve engagement with a focus on serving the needs of your "Sweet Spot" segments
- Leveraging account-based targeting and personalization to increase conversions in the segments that matter most
- Actionable ways to think big, start small, and move fast to incrementally improve web conversions of your highest value prospects

B2C companies are typically much better at personalizing the web experience of their visitors than B2B companies are. If you had to narrow it down to one, simple reason it would be that B2C e-tailers have a bigger toolbox, largely driven by high traffic with a high percentage of repeat visitors. It is a lot easier to figure out what works and what doesn't when you have a large pool of data to fuel any performance testing geared towards optimizing conversions... just as it is easier to personalize content when you have an extensive browsing history to mine for information. It really boils down to one important distinction:

- **Leading B2C companies drive a high volume (often over 10 million hits per year) of "lower value" traffic (deals are usually worth less than $100 in revenue)**
- **Leading B2B companies drive a lower volume (often much less than 10 million hits per year) of "higher value" traffic (deals are sometimes worth in excess of $1M)**

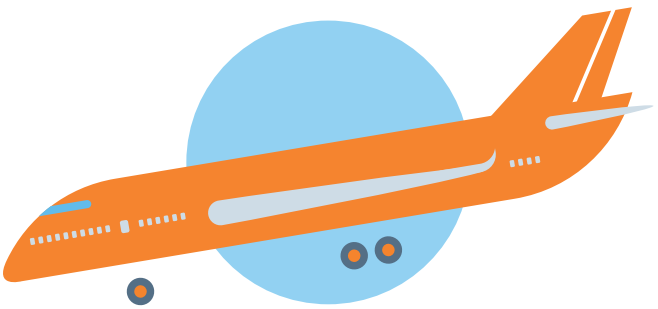
B2B's have some challenges when trying to weave past browsing history into personalizing the web experience. While there might be some periods of intense web visit activity if a company is engaged in a buying cycle, most visitors to a B2B site are not going to be repeat visitors. It is difficult to build a strong database of information tied to browser interests because someone is far less likely to visit a website selling $50K web servers twice in the same month than they are to go to Amazon.com twice in the same day.

For every **$92** marketers spend driving traffic to their websites, they spend only **$1** to optimize them.

Source: Adobe Digital Marketing Blog

Think for minute about how an air traffic control tower lands every plane safely at an airport. Just as the controller guides each plane in to safely land, your website must guide your visitors to the content that you think they need. But here's the thing... the air traffic controller has radar systems to tell her what is coming so that she can prepare.

B2C e-tailers use cookies and browsing history as their radar system, but those tools don't work for B2B marketers since most of our traffic is visiting for the first time...but there is something that B2B can do in order to guide their first-time visitors in to land on the content that they are looking for.



HERE ARE FOUR SIMPLE STEPS TO HELP B2B WEBSITES "PREPARE THE RUNWAY."

Step 1: Figure out who is important

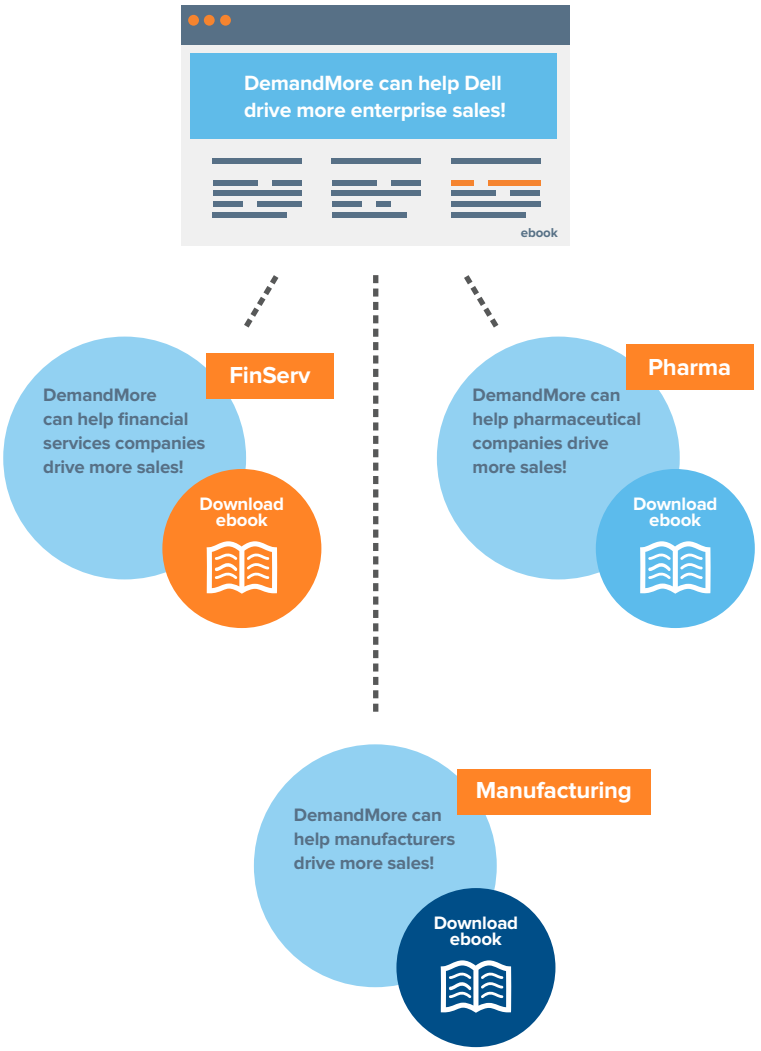
It's more important to serve the needs of the biggest planes first. But by "big" we don't mean the largest companies. We are talking about the companies that are either your best customers or that are very similar to your best customers. After all, your next customer is probably going to look a lot like your other customers, right? Conduct a data analysis of the accounts you've closed in the past 12 months. This step is your preparation work for the remaining three, so take it seriously. If you don't, your planes will either run out of fuel or try to find another airport.

Prioritize your personalization strategy to serve the segments most likely to drive revenue first.

Step 2: Figure out who is the MOST important

Prioritize your personalization strategy to serve the segments most likely to drive revenue first. Sometimes, B2B marketers make the costly mistake of focusing their web content strategy exclusively on lead generation while neglecting the needs of their customer base. Statistically, it's much easier–and cheaper–to sell to current customers than to create new ones. At Demandbase, our personalization strategy serves customers first, then accounts that are engaged with sales, then named accounts.

Organize your offer sequence around your typical relationship arc with a customer. Do you frequently begin working with companies on one particular offering? Make sure they see content designed to help them succeed using what they have, or quickly connect them with the human resources dedicated to serving their needs. Then, as customer relationships scale, target them with messages about other products and services that are the intuitive next step as they expand their relationship with you.



Step 3: Serve the needs of your most important visitors (even if it doesn't drive conversion)

Now that you know what characteristics your target accounts share, you need to think about what you would be looking for if you were in their shoes, based on their relationship to you. Guide customers to your support and success teams. Show accounts in pipeline success stories about the product or solutions they are considering. Construct custom offers for your target accounts based on the factors that led you to identify them as important. If it's because they are manufacturers, show them a podcast featuring an interview with the CIO of that auto parts plant. If it is because they use Salesforce.com as their CRM system, show them the white paper on how integration with your software solution improves data accuracy in Salesforce.

The secret to successful personalization in B2B is that the strategies that will generate the highest return often aren't very sophisticated. In fact, customization can simply mean changing abstract description of a white paper or case study that's featured as the offer on a page to make it sound more relevant to the segment in question. Once they find what they are looking for, a relationship is formed. They are engaged, and engaged visitors often convert as they have discovered content that is relevant to their needs. And if they don't convert? They were still engaged, and will have had a positive experience with your brand.

Keep your friends close, but your enemies closer. No competitive strategy overlooks how to handle competitors. Ask yourself, is there any information you **don't** want your competitors to see? Or even better, is there a page you definitely want them to see...

Step 4: Get some radar

If you don't know who is on the radar, you can't prepare the runway for landing. Demandbase works by identifying the companies visiting your website before you interact with them, delivering actionable insight into how those companies fit into your most important target segments. You can use the information Demandbase delivers as the radar system that guides them in to land on the content that is relevant to them. For example, if the visitor is an existing customer, you might want to swap out the white paper offer in the top right corner with some information about who their customer success manager is. Or if it is that manufacturer again? Swap it out with the link to that podcast.

CONCLUSION

A little bit of personalization can significantly increase engagement. For example, simply by tweaking their web page with simple triggers, Arcsight (now an HP company) saw:

- **2X Increase in click-throughs**
- **3X increase in conversions**
- **14X return on investment**

When healthcare prospects visited their site, they showed a Boston Medical Center case study. When financial services companies arrived, the offer switched to a banking case study. Those who clicked through an offer encountered a landing page with a much shorter, smarter web form. No images were involved. No graphic designers were needed. No new content needed to be created. Simple and easy. How's that for a perfect landing?

Demandbase is where **Digital Presence and Account-Based Marketing intersect,** allowing B2B marketers to target their most valuable audience and personalize the experience to make engagements more effective and more measurable.

DEMANDBASE

Demandbase is the first real-time targeting and personalization platform for B2B, transforming the effectiveness of marketing programs and marketing's ability to impact revenue. While personalization tools have long existed for B2C, until now, none were geared specifically to enable B2B marketers to make online interactions more effective, delivering the right message at the right time.

Without the use of cookies, Demandbase's Real-time Identification service bridges the gap between known and anonymous web visitors by identifying and segmenting the companies visiting a website, and providing detailed, targetable business attributes in real-time. Demandbase integrates with other sales and marketing technologies to deliver unique intelligence about web visitors, and better attract, convert and retain the right customers. Enterprise leaders and high-growth companies alike use Demandbase to drive better marketing performance.