The Public and Large Enterprise marketing team for Dell Inc, the Texas-based technology company, was challenged with optimizing its website experience for visitors. In order to first understand the behavior of the traffic on the website, the marketing team analyzed visitor feedback and reviewed potential areas to enhance the experience. Through several of these sessions, they learned that visitors from the healthcare, education, and government vertical were encountering issues navigating within the website to access vertically specific content.

While these metrics were important, it did not provide the team with insight into what type of visitors were coming to their website, what their click paths were, and what were their bounce rates after unsuccessful navigation. The team required a solution that would provide them with a more complete picture of the composition and identity of their website traffic by vertical, and understand their click paths. With insight into the identity of the website visitors and site interaction, the team would have a unique perspective into how different organizations consume information, how to better engage them, and how to prevent site abandonment.

The Dell Public and Large Enterprise marketing team evaluated Demandbase Real-Time Identification Service for Content, using Adobe Test and Target, a solution to gain insight into the composition of their web traffic and the identity of website visitors. The goal was to understand the ‘lost users’ and develop creative to direct the users back to relevant sections of the website.

Integration and implementation of Demandbase Real-Time Identification Service with Adobe Test and Target was smooth and enabled the team to quickly realize the impact of the solution. With the Demandbase solution, the team was able to segment traffic by key company attributes, such as audience and industries. This insight, coupled with their Dell’s analytics solution, Adobe SiteCatalyst and Demandbase Real-Time Identification for Analytics, enabled the team to understand how visitors interacted with the website. The team was now able to understand where customers entered the website, what pages drove engagement, and what areas to optimize. The team also leveraged Adobe Test and Target to quickly build and test their current and future hypotheses on delivering the most effective content on their website and determine the most effective programs to drive personalization.
By identifying visitors by industry and audience, Dell’s Public and Large Enterprise marketing team was now armed with an enhanced data set and could create rules that would direct visitors to the appropriate landing pages so they could review the right content faster. The team leveraged reports, now with Demandbase attributes, in Test and Target to map online activity to known segments by industry and accounts, enabling them to optimize their web content to these segments.

**Impact**

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The ability to measure the impact of real-time personalization uncovered areas for further analysis and optimization. The team found that clicks on targeted creative ‘signposts’, which redirected visitors to vertically specific pages, varied by industry and sub-industry. For example, visitors from the Higher Education industry clicked on the creative eight times more than the K-12 segment; visitors from the State and Local government industry clicked on the ‘signposts’ twice as much as visitors from the Federal government segment. The team planned to further investigate the behavior further and optimize content to increase visitor engagement.

**Next Steps**

The Dell Public and Large Enterprise marketing team plans to leverage Demandbase Real-Time Identification for Analytics to measure and optimize engagement opportunities on the website. Because they now were able to identify the type of traffic coming to the site, the team plans to continue to use Adobe Test and Target to direct specific segments to the appropriate pages, ensuring that the visitors would be able to access the right information at the right time.

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**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.