



REaD Group

REaD Group is an award-winning data and insight company, helping brands engage their customers with relevant, timely and permissioned communications. Everyday, REaD Group uses its unrivalled products, insight and expertise to help clients get closer to their customers.

REaD Group wanted to personalize its website experience to target industries as well as increase its overall on-site conversions and form-fills. Webeo was the perfect solution to help the brand achieve this and more.

The REaD Group approach

REaD Group signed up with Webeo on 1 January 2020 with an aim to increase overall conversions by 10%.

The organization works with multiple different sectors and wanted to deliver personalized, dynamic experiences to the following industries: retail, automobile, charity, education, finance, fitness, healthcare, insurance, travel and utilities. The website journeys were tracked by Webeo, enabling the team to reach out to big-name visitors landing on their site.

Results

Within eight months of using Webeo, REaD Group secured a large contract with a leading retail business. The new client submitted a contact form in February 2020 and the contract was signed in August 2020 — and, they commented on the unique experience presented by REaD Group compared to other vendors.

REaD Group has also benefitted from an increased average time on site (1 minute and 12 seconds); an increase in average pages visited (1.23 additional pages viewed per visit); a 41% decrease in bounce-rate, and a 22.54% increase in their overall conversion-rate.

“ Our overall conversion rate from our site has increased by over 20%. ”

— Samantha Barrow, Head of Marketing at REaD Group

Personalization success in stats...



Bounce rate drop



Increase of average pages per visit



Increase in time spent on site



Increase in overall conversion

Request a free demonstration

CASE STUDY



REaD Group

“ We are delighted with the results delivered by Webeo. Our overall conversion rate from our site has increased by over 20% and having created personalised pages and content for our main target sectors, we can directly attribute some valuable sales leads, tender opportunities and new contracts to those personalised journeys. ”

— Samantha Barrow, Head of Marketing at REaD Group

Personalization example:

With Webeo working seamlessly in the background, the REaD Group website is able to cater to the needs of the **Retail Industry** — delivering a more engaging on-site experience and a seamless, personalized customer journey real-time.

Website page is customized as follows:

- 1 Industry specific language
- 2 Personalized visitor imagery
- 3 Industry specific solution
- 4 Industry related content

Without Webeo

With Webeo

Website page is customized as follows:

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