webeo:success

Ideagen is one of the world's leading software organizations, specializing in quality, audit, safety and risk management software solutions. Over the past decade, Ideagen has seen record-breaking growth, increasing its employees, clientbase, geographical footprint and more. Ideagen provides software solutions to multiple highly-regulated industries including aviation, banking and finance, life science, healthcare and manufacturing.

Webeo is used to deliver personalized website experiences to its key sectors, ensuring relevant products, content, messaging and information are displayed from the very first visit to capture interest and convert leads quickly.

The Ideagen approach

For such a fast-growing organization, personalization was always the next step for Ideagen. With a goal to increase the conversion-rate of the Ideagen business website and to improve the overall level of visitor engagement, the team worked closely with their Webeo Customer Success Manager to devise a plan.

By first segmenting their audience based on key industries, Ideagen now runs multiple campaigns to target visitors with the most appropriate on-site content, messaging, imagery and more. To take the personalized experience to the next level, the Ideagen team plans to add personalization to their PPC campaigns to work on reducing the cost-per-lead.

Results

So far, the team has seen an increase in the average time spent on the website and the number of pages visited, as well as an increase in the overall conversion-rate and a reduction in bounce rate.

" **We're thrilled with the Webeo results so far. The next step for us is to use the power of personalization across our digital campaigns. With the help of our Customer Success Manager, we aim to reduce the cost-per-lead to truly achieve the strongest possible marketing ROI.** "

— Vivienne MacLaren, Head of Marketing, Ideagen

Personalization success in stats...

327%
Increase in conversion-rate

84%
Increased average pages visited

-44%
Bounce rate drop

15%
Increase in time on site

Request a free demonstration

CASE STUDY

Computer Software

ideagen

" While our products are niche, we still cater to a number of different B2B audiences. Webeo gives our marketing team the power to **create a personalized view of our business** website, no matter who is visiting. "

— Vivienne MacLaren, Head of Marketing, Ideagen

Personalization example:

With Webeo working seamlessly in the background, the Ideagen website is able to cater to the needs of the **Healthcare 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

With Webeo

Without Webeo

Request a free demonstration