

## VerticPortals' B2B Activation

**Implementation of the VerticPortals' lead generation and re-engagement solution shows tangible increase in sales revenue and additional brand recognition, and still manages to provide a short run ROI to the customer, keeping marketing, sales and finance pleased at the same time.**

The VerticPortals lead generation and re-engagement solution is a digital based B2B Activation tool which allows organizations to monitor the impact of the targeted campaigns.

VerticPortals' measures the effectiveness of each campaign every step of the way. Through an intelligent back-end, the client has access to data that calculates the entire process: number of leads generated, qualified, nurtured, distributed to account managers, pursued by account managers, and tracked, all through to the number of sales. This empowers the client to have full overview of costs compared to resulting revenue.

VerticPortals' lead- generation solution has proven successful conversion rates of between 20-30% from clients which, from traditional efforts, have conversion rates of between 3-5%. The solution has also shown an increase in sales revenue. Some clients have experienced an increase of over 300%.

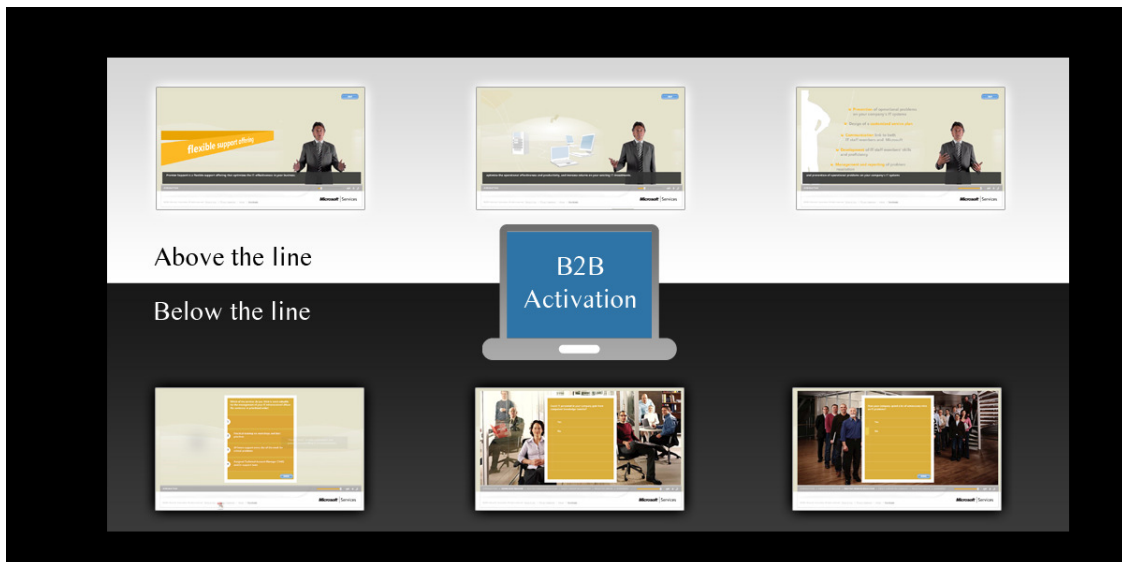
But the VerticPortals' lead- generation solution has shown to be capable of much more than delivering a satisfying conversion rate from the marketing to the sales department. The solution is also concerned the quality of the leads measuring the individual lead readiness to buy. This ensures higher efficiency and sales force effectiveness, as every lead is routed directly to the relevant internal or external sales person.

The high sales force effectiveness also contributes to satisfaction in the finances department, as it removes the waste amount of the costs of mismatched and ineffective sales efforts.

## A blend of Above-the-line and Below-the-line advertising and marketing

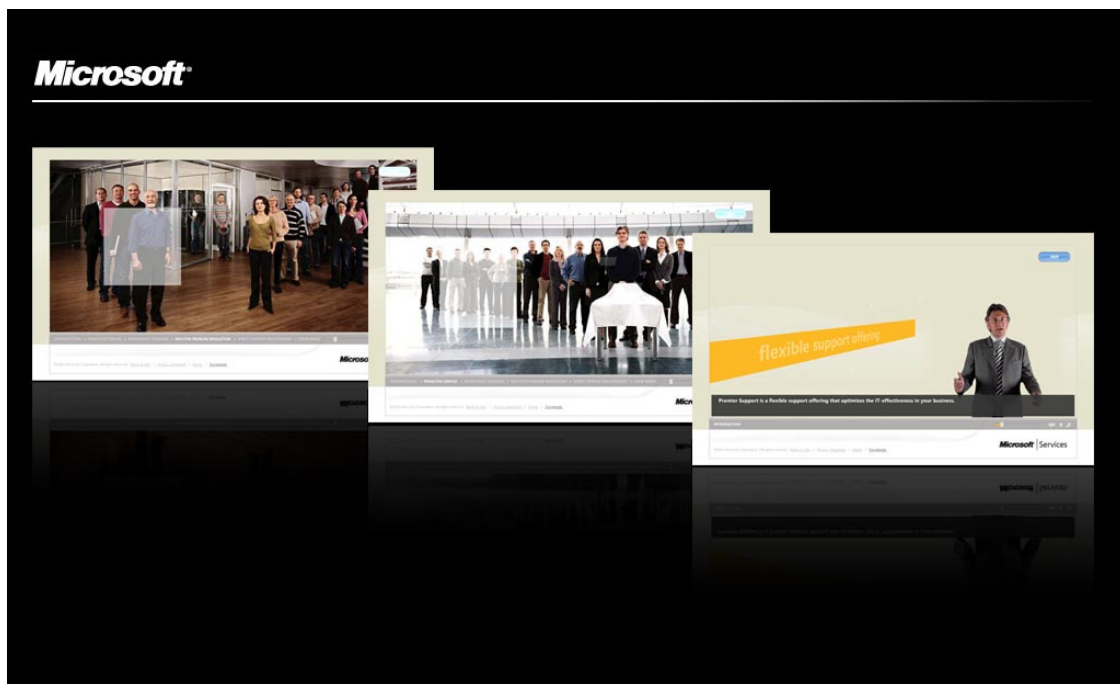
With VerticPortals' B2B activation solution there is the combination of both image-creating, above-the-line advertising with the results-driven aspects of a below-the-line marketing campaign:

- A strong sense of brand awareness is created from using rich-media and flash video applications. Employing green-screen technology for filming, the dynamic video sequences can raise brand recognition that equals, if not surpasses, that of traditional TV and print advertising thanks to a higher quality of screen image and computer-driven special effects.
- At the same time, there are measurable results. VerticPortals' B2B activation is focused on proving results and, ultimately, returns on investment. This is possible from the power of the internet, the opportunity to track site-visitors' information and follow-up accordingly.



## *Communication and design on the campaign site*

Edutainment is the underlying communication and pedagogic principle behind VerticPortals' front-end design of a B2B activation campaign site. Edutainment is a way of stimulating and awakening the ENGAGEMENT of the users by combining education and entertainment. Using sound, video, interactivity, animations and text is an important tool in this effort. This can be done by using the potential of the multimedia technology, which holds the possibilities of impacting the learning experience through video, sound, animations, sequential flows, "true" storytelling and more.



Visual impression and the intuitive navigation are also important factors in the use and success of online marketing. VerticPortals has years of experience with the use of HCI (human computer interaction) analysis and design. HCI secures that the target group can complete the missions of the solution as quickly and efficient as possible.

Front-end is prepared so that it is both credible and professional. Furthermore, it is essential that the front-end is steady and well laid-out. It is designed to ensure that the use of the dynamic elements is exclusively applied to support the overall experience.

In a word, when a lead hits the front page of campaign site, he is to get a "wow experience" and be sucked into the site. The lead is to feel compelled to remain on the site for the full duration of its flow.

## *Versions of the campaign site*

Two different versions of a specific campaign in generating leads

- A closed version. On entering the closed version of the campaign site, the lead is asked to type in his/her unique code. The lead has received the unique code via an invitation. The code may include a logic that determines which proposition the lead is exposed to on the campaign site.
- An open version. On entering the open version of the campaign site, the lead does not need to enter a code. The lead registers by filling in a form on the site.

Thus, leads may be attracted to the site through a selection of media such as direct mail campaigns, traditional banner advertisement, phone invitations etc.

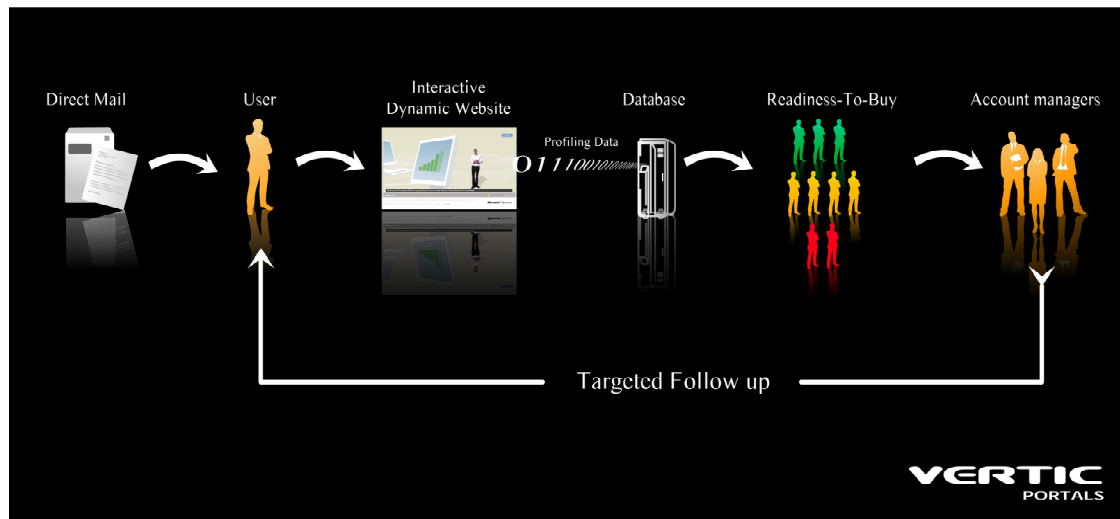
## *The process*

If the lead is driven to the campaign site by a personal invitation, the user must use a specific, unique code to log into the site.

Following log-in, the user will be met by a personalized welcome. Users of both the open and closed versions of the campaign site will then be exposed to an introduction where the objective and “What is in it for me” in participating is convincingly communicated.

The introduction will be communicated through the use of video/flash technology. The presenter will be recorded on a green screen background, allowing his/hers words, intonation and body language to be supported by illustrations, pictures, video, key words (such as the different USPs) and phrases.

The user is then invited to browse further in the solution. The introduction should have duration between 45 and 60 seconds.



Next, an interactive presentation is launched. The user is continuously encouraged to make decision about various issues, challenges, questions and proposals during the presentation. Based on this “needs analysis”, specific presentation elements are presented and thus customized to the specific needs of that lead. By not separating such the needs analysis and the presentation, the conversion rate is optimised. As in other forms of communication, it is recommended that a case study is included, yet the specific case should be selected according to the profile of the user. Such customization is based on the basic logic that due to the limited concentration span of the target group, only the most relevant presentation elements should be communicated to a specific lead.

When the lead has completed the flow on the campaign site, and has not already asked for contact, or some alternative follow up, the lead is offered further actions, such as contact with Account Manager, further information, subscription to a news service, or other services.

The specific product presentations and cases will be communicated through a combination of video, pictures, animations, graphics and voice-over.

The presentation will be comprised of up to 16 presentation elements each of duration between 30 and 45 seconds.

## ***Method for profiling and establishing “readiness to buy”***

As previously described, users will be asked to consider different issues, challenges, questions and proposals. The individual lead’s position on a readiness-to-buy scale is partly determined based on the direct answers/decisions that the lead makes during the campaign site flow. Also, indirect actions such as time spent on specific pages and skipped presentations are taken into account. The activity is converted to points on the readiness scale. The readiness is used to prioritize and define follow up by Account Managers.

The logic behind the readiness-to-buy scale is based on best practice within Sales at the company. Typically, VerticPortals interviews a selection of the best sales people within an organization, and translate their sales approach and conclusions regarding the level of qualification based on leads’ behavior, to the online environment.

## **Technology**

### ***Engine/platform***

The underlying logic behind VerticPortals’ online edutainment profiling tool is embedded in an engine built on Microsoft .NET. The engine allows you to run all solutions on one platform. The engine is built in elements. This structure means that the solutions can quickly be scaled, extended, adapted and versioned. This allows the engine to operate as a flexible communication platform.

It also allows you to access statistics on the results of the profiling concept, thus in the longer run, enabling cross border learning and the ability to continuously improve the use of the internet in maturing and profiling leads. The engine also enables you to register which media has been used to attract leads to a specific campaign, thereby providing insight to media selection.

Account Managers and Sales teams can extract statistics and other data from the engine through a web based interface. The engine can be set up to notify the Account Manager on arrival of a new lead based on a given variable e.g. parts of the master data of the lead such as the zip code.

The engine is developed as a ASP.NET 2.0 solution with a standard MS Windows 2003 Web Server with a MS SQL 2000 or 2005 database.