



Real-Time Personalization Improves Demand Generation Results

THE COMPANY

A leader in the emerging application Platform-as-a-Service (aPaaS) market, Mendix provides a development platform that empowers customers to bring new products to market, digitize customer engagement and automate unique business processes. Through the rapid development and deployment of web and mobile applications, the company helps enterprises, regardless of industry or manpower, accelerate innovation and digital transformation.

“We wanted to improve our demand generation by driving visitor engagement and creating more qualified leads. Using Evergage we are able to quickly understand and segment our site visitors based on who they are and which industries they’re from. Then we use that valuable information to deliver relevant content to our audiences, positively impacting our demand generation.”

- Ben Alvord
Web Marketing Manager
Mendix



10% INCREASE

IN CONTENT DOWNLOADS/ LEADS
GENERATED



6% REDUCTION

IN HOME PAGE BOUNCE RATE



CONTENT PERSONALIZED

BASED ON VISITOR’S INDUSTRY,
LOCATION AND PERSONA

THE CHALLENGE

As a company that markets to companies across industries, verticals and geographies, Mendix had a challenge driving website visitors to its most relevant content assets. The company wanted to get the right content immediately in front of high-value, target prospects to better engage them, convert them into leads, and move them through the funnel. Mendix also lacked the ability to segment visitors based on key criteria (such as industry, persona or geo-location) in order to conduct analysis and provide the right content.

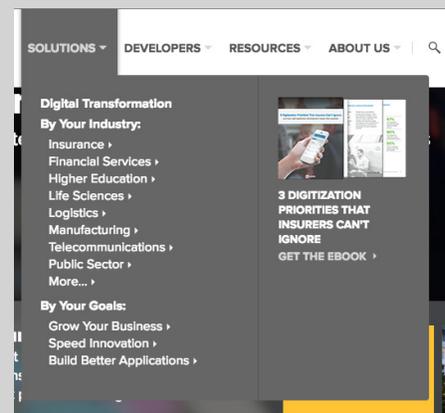
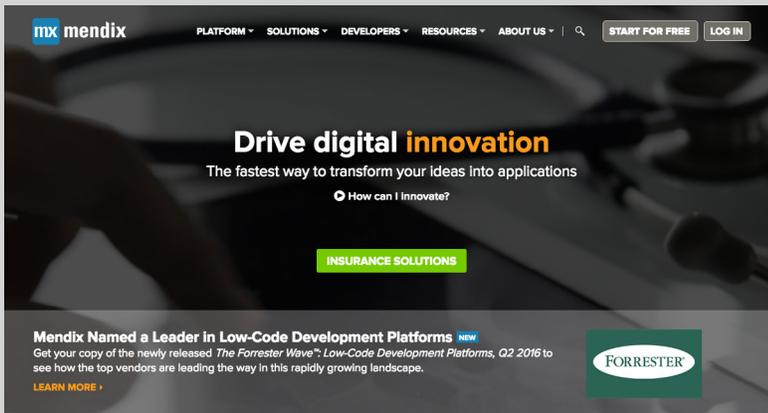
THE SOLUTION

Mendix partnered with Evergage for real-time personalization, utilizing the platform to present relevant content and calls-to-action (CTAs) to target accounts and prospects throughout the website. Using Evergage B2B Detect™, visitors are instantly recognized and shown personalized content based on their respective industries, immediately upon arrival. For example, someone in the insurance industry sees a different asset or CTA than someone in the manufacturing industry. Mendix also tailors visitors' experiences based on global location and behavioral patterns as they navigate the site.

THE RESULTS

Utilizing the Evergage platform, Mendix targets and personalizes the experience for each website visitor based on industry, persona and geo-location. It is able to A/B test different titles of downloadable assets to determine which resonate best with different audiences, better understand web visitors, and measure campaigns through easy access to reports, test results and click attribution.

Through these efforts, Mendix has been able to geo-target events by location, encourage visitors to view multiple web pages, and entice people to stay longer on the site. After implementing personalization, Mendix saw a 10% lift in content downloads, and saw its home page bounce rate drop by 6%. Mendix credits Evergage with significant improvements in its digital marketing and demand generation efforts.



Using Evergage, Mendix creates personalized CTAs and content recommendations based on the visitor's industry.