



How CEB Increased Audience Engagement and Conversion With Interactive Content



CEB was looking for a more engaging way to share their research and expertise with their audience of executives. After struggling with expensive and time consuming in-house development, they turned to DataMarketers.

The Issue

As a research-based company, CEB found assessments to be a natural fit for their B2B audience. Rather than simply presenting findings in a static report, CEB could give their audience the ability to benchmark themselves against industry averages – increasing engagement, click rates, and lead conversion.

The team had run a variety of quizzes and assessments in the past, but getting the content on their site was a “project” instead of a few-hour exercise.

On top of that, the data collected wasn’t organized or actionable – responses weren’t tied back to each individual respondent, it wasn’t stored or reused in any way, and it wasn’t informing lead scoring.

The team at CEB knew there had to be a better way – how could they continue to engage and add value for their audience while getting real use out of their data?

The Solution

CEB went with DataMarketers’s cloud-based platform based on several factors:

- **Seamless technology integration** with their Eloqua marketing automation platform to ensure lead capture data is accessible and actionable.
- **Ease of use** in terms of the ability for the marketing team to quickly and easily create on-brand content experiences that embed seamlessly across multiple channels.
- **A cohesive platform** that houses all their interactive content, performance reporting, and lead capture data to give the team an easy way to see what’s working and why.

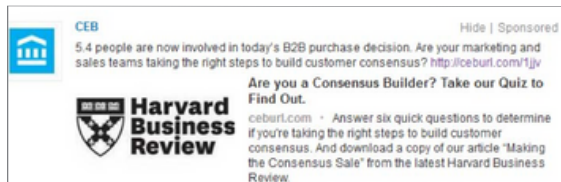
“ Using action-oriented CTAs in our LinkedIn ads like ‘Take Our Quiz’ increased click-through rates by 54% compared with static CTAs.”

ANDREA BIRDSONG | ONLINE MARKETING DIRECTOR, CEB

The Results

Implementing DataMarketers meant CEB could quickly create a huge volume of content – within the first six months, CEB created nearly two dozen DataMarketers based on their thought leadership content to improve engagement rates and keep users on their site longer.

And this content quickly started making an impact – particularly in CEB's LinkedIn paid campaigns. CEB ran two identical ads for their Consensus Builder campaign: one with a headline prompting users to “take a quiz,” and one with a static call-to-action.



The “quiz” CTA saw a **54% increase in click-through rate** compared to the static CTA. Within 30 days CEB had generated **\$200k in new sales pipeline** from this DataMarketers.

CEB's ultimate goal is to create content that delivers value to members and prospects, and interactive content allows them both to create content that delivers more value and to offer personalized nurture tracks based on results.

Want to see how you could get more out of your marketing?

REQUEST A DEMO

About DataMarketers

DataMarketers is an interactive content creation platform that enables marketers to boost results by 2-3x across all their existing marketing programs.

“We follow up interactive content pieces with white papers that address the prospect's area of interest, or areas the DataMarketers assessment identified as needing a boost,” says Andrea Birdsong, Online Marketing Director for CEB.

BUSINESS TRANSFORMATION
The majority of businesses are undergoing some kind of transformation. What are the steps towards success?

What is the primary goal for your business transformation?
 Satisfying Stakeholder requirements
 Reducing costs
 Evolving your function for future business needs

Where would you prioritize investments in a business transformation?

How will the increased availability of information change the way you manage data?
 Re-assess the value of the metrics you measure
 Enables you to supply more data to internal stakeholders
 Minimal impact

How effective do your business stakeholders consider you and your function?
 Could be more of a strategic partner Not a partner to the business Strategically effective business partner

What would you see as the most important metric for evaluating your business transformation?

Submit

What's next for CEB and interactive content? “In 2015, we intend to roll out a light version of our maturity diagnostic services,” says Birdsong. “We plan to use DataMarketers to create these light diagnostics, and we have high expectations for the lead quality, volume, and velocity that this will produce for CEB.”