

### Overview



WIDEN®

In designing customer experiences, it's important for companies to understand the customer's path to purchase, or customer journey. The problem is that the customer's view of the decision-making lifecycle is rarely in alignment with the organizations.

To overcome this challenge, Widen Enterprises, a leading provider of digital asset management software, partnered with Right On Interactive (ROI) to strategically align the company's lifecycle perspectives with its customer's journey in an effort to deliver more targeted, relevant communications. The result? Widen generated a **252% increase in new customer leads** and a **109% increase in new customers**.

### Mapping the Customer Journey

Organizations of all sizes across various industries use Widen's digital asset management software to streamline the organization and distribution of their digital assets: product images, text files, stock photos, audio, video, presentations and more.

Due to the broad range of organizations, industries and occupations (executives, marketers, creatives, IT professionals, etc.) that Widen serves, Marketing Manager Jake Athey sought a solution that would give him complete visibility into where a prospect or customer is in their relationship with Widen, and how best to approach them to win, or maintain, their business.

"We needed a solution that would map where our prospects and customers were in their decision-making process so we could act on that information to advance them to the next stage," said Athey. "We knew we were missing opportunities to grow our customer base, and needed to unite our marketing, sales and service teams in a way that would overlap with the buyer's journey."

*"Right On Interactive enables us to approach marketing from the customer's perspective, and that's the best sales tool that we have. Customer Lifecycle Marketing has maximized the value of our content marketing investment, generated more leads, and dramatically increased our customer base."*

**- Jake Athey**  
Marketing Manager



## Turning Marketing Insights Into Sales

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Using ROI's Lifecycle Marketing platform, Athey could see that Widen customers fell into any one of four decision-making stages — Strategize, Research, Justify and Evaluate — during any of the first four steps of Widen's lifecycle marketing — Inquiry, Suspect, Prospect or Qualified Prospect.

Armed with a detailed understanding of where their potential customers were in the decision-making process, Widen was able to provide resources to individual customers based on their specific stage. For example, the research needs of a Qualified Prospect, who has already had some basic questions answered, are different from the Research needs of a Suspect just beginning to consider whether he or she needs a DAM system or which one to buy.

By tying ROI's Customer Lifecycle Marketing platform to Widen's existing CRM (Salesforce.com), Athey can automate targeted communications across every stage from inbound inquiry (with prospects) to long-term advocacy (with customers).

**"Right On Interactive is our key to understanding our customers," said Athey. "And with that understanding, we can provide our customers with resources that not only support their journey, but advance them to the next stage."**

Customers For Life