



INTERACTIVE CONTENT CASE STUDIES

Nine stories of great brands creating engaging content experiences.





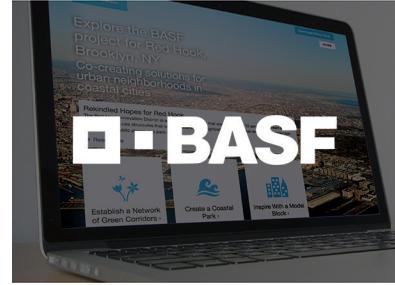
Case Studies



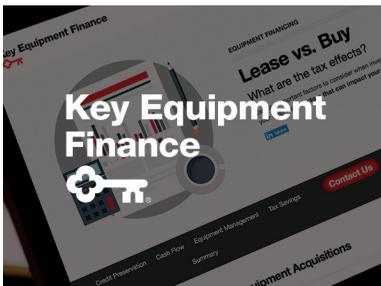
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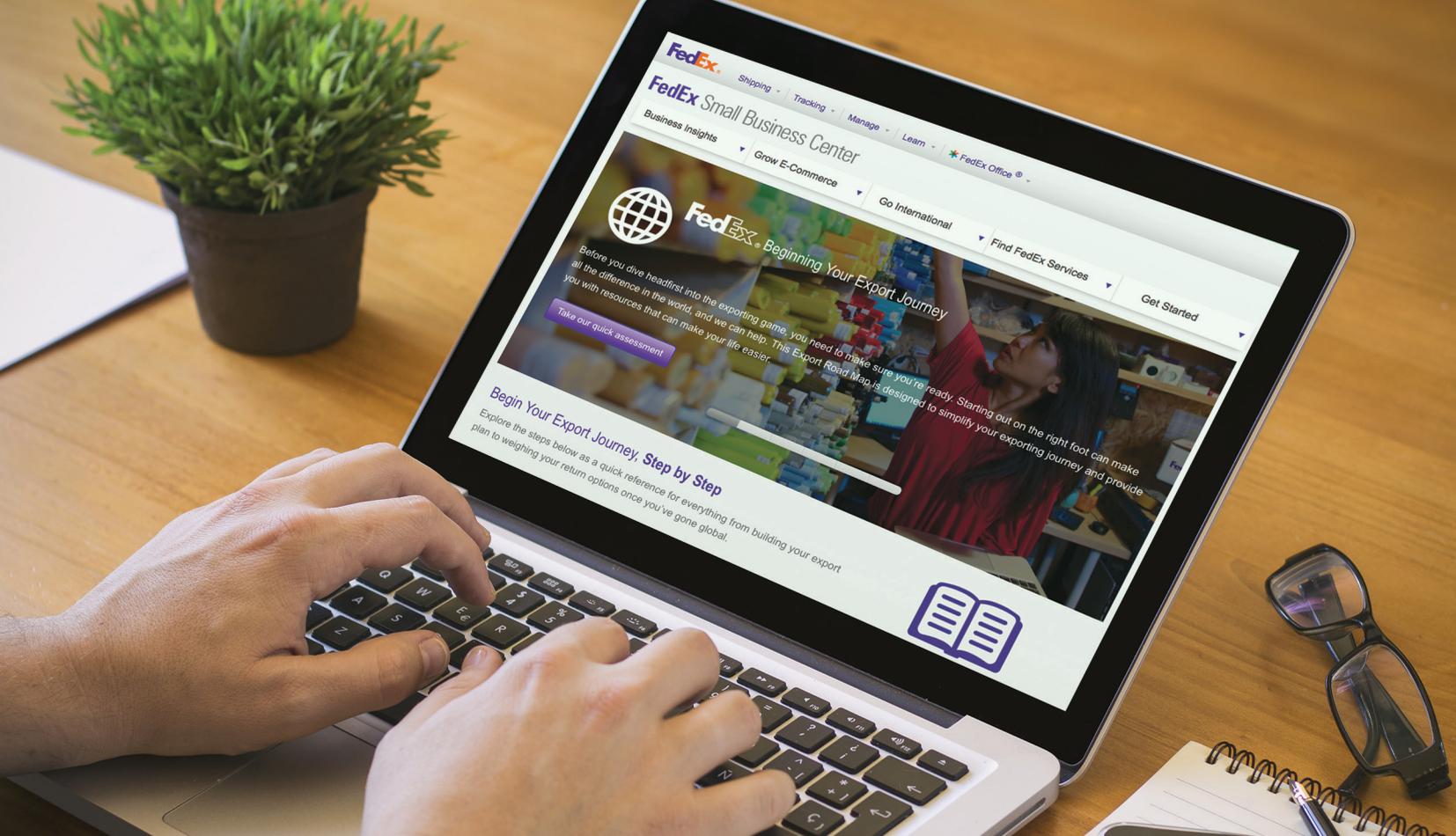


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*Content Marketing Institute **Demand Gen Report's 2015 Content Preferences Survey



Introduction

Content has entered a whole new era with higher expectations of usefulness and functionality. Today's B2B and B2C buyers want content that constructively helps them accomplish their goals.

This collection of nine interactive content case studies highlights brands embracing this new era of functional content. Their stories illustrate how smart, data-driven, curious content can engage in a productive and satisfying dialogue that is useful to both the buyer and the marketer.

Start with FedEx's success story of making shipping easier and seeing an 82% increase in revenue. If your goal is engagement, look at BASF's story of 12-minutes time spent on the experience. And if conversion is your goal, read how Key Equipment Finance drove a 36% increase and Purchasing Power quadrupled e-commerce conversions. We hope you're as inspired by these nine stories as we are.



Did You Know - 79% of content marketers agree that interactive content enhances retention of brand messaging.*

CHAPTER 1

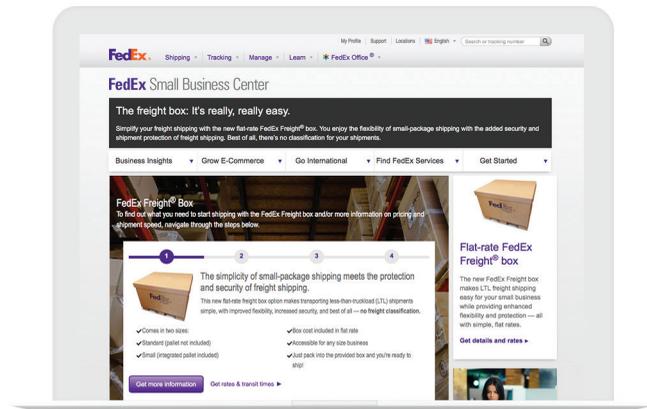
FedEx

FedEx uses embedded interactive experiences to make shipping easy and increase revenue 82%.

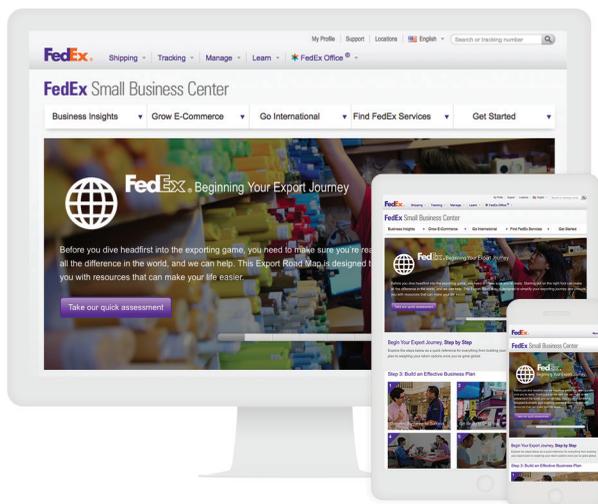
THE COMPANY

The FedEx Small Business Center is a resource that guides entrepreneurs through the complex process of starting a small business and helping them navigate the shipping world. This also includes a wealth of information about freight shipping for both national and global markets.

However, until recently, the site was extremely text-heavy, with over 900 static pages that could often be difficult to navigate. So, with efforts to enhance the site, Marketing Specialist Advisor Danny Kirkman, along with FedEx Freight Content Lead Brian Smith, wanted to create an interactive experience to walk business owners through the often-complicated process of freight classification and shipping.



“We’ve all been to enough seminars and conventions to know that interactive is the way online communication is going,” Kirkman says. “We wanted to be ahead of the game and use interactive content to make shipping easy and engaging.”



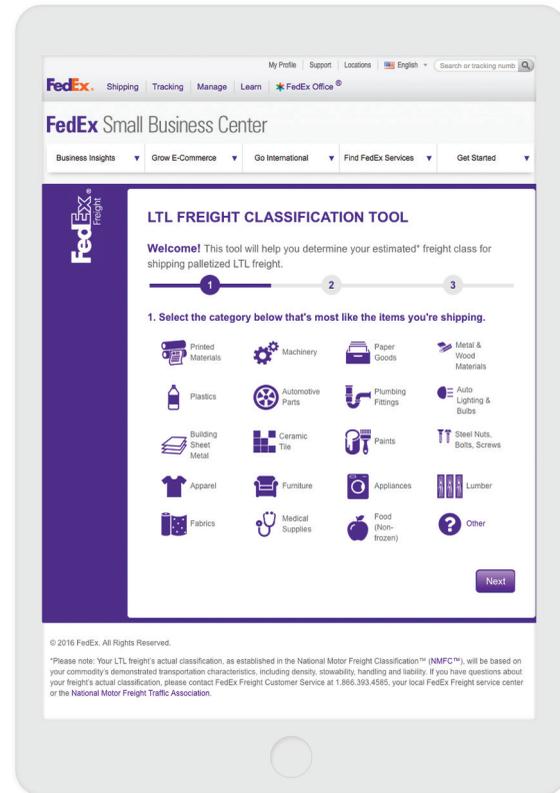
GETTING STARTED

Before building interactive tools into their web experience, the FedEx Small Business Center team first looked to streamline the “Getting Started Online” section of their e-commerce tab by auditing all of its existing content. The site took all existing pages of e-commerce material and broke it into five parts, which covered the process of starting a small business from start to finish. One of the most critical steps in evolving the site toward interactive content was revitalizing the seven-year-old Freight Central site and incorporating it into the Small Business Center, a process that involved repurposing content into interactive solutions with the help of ion interactive.

EDUCATION MADE EASY

In conjunction with ion interactive, the FedEx Small Business Center team built six experiences to help gamify, and also simplify, the freight shipping process for users.

- The Freight 101 tool educates customers about the shipping process by walking them through a step-by-step guide for packing and shipping heavy freight as well as leading users through pricing guides and helping them open shipping accounts.
- The LTL Freight Classification Tool uses interactive icons to easily guide SMB owners through the complex process of estimating the freight class of their cargo and to introduce product solutions.
- Beginning Your Export Journey is an interactive assessment that helps SMB owners self-identify pain points in their international shipping models and offers customized solutions for small businesses looking to ship outside the US.
- Customs Compliance Made Easy educates SMBs with an eye toward international markets on regulations and even helps them prepare necessary documents for international shipping.
- The FedEx Freight Box page tools help customers get information about FedEx Freight Box, how to get signed up and information about zone pricing for their freight boxes with the help of a zip-to-zip calculator along with color coded maps. This has been the most successful of FedEx Small Business Center's interactive solutions, and in fact, the tool has become the third most-trafficked page on the site, not to mention reaching the top of SEO rankings within a few weeks of launch.



“Since we’ve launched, we’ve been approached by other companies outside the transportation industry who want to know how we did it.”

- Danny Kirkman, Marketing Specialist Advisor

“Switching to interactive experiences has simplified the customer education process,” Kirkman says. “The goal for myself and project partner Josh Rosa was to make this better for the customer. It’s more interesting now. It gets them engaged.”

TOP RANKING RESULTS

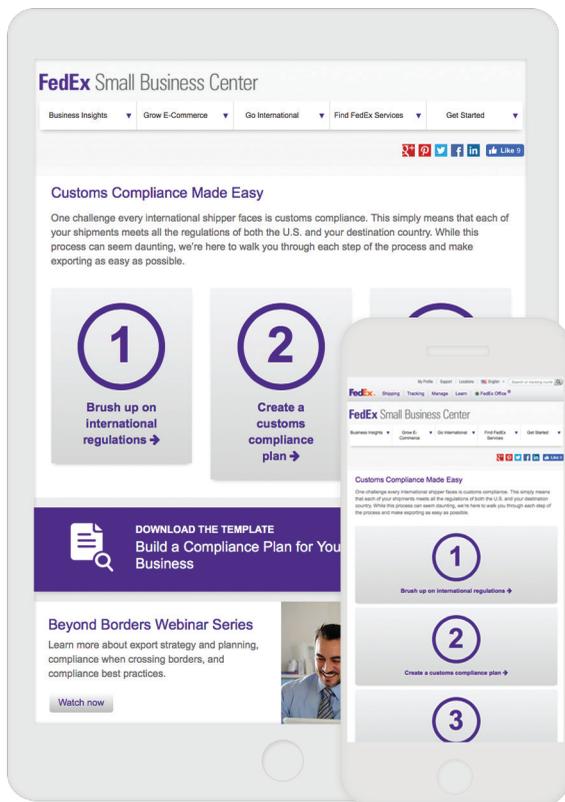
As a matter of fact, FedEx Small Business Center's evolution of the buyer's journey is garnering attention not just from customers, but from the marketing world as well. The Huffington Post named FedEx Small Business Center one of the "10 Top Small Business Blogs" of 2016.

Users are also flocking to the new site in droves. Kirkman says that since June, The Freight Box experience alone has generated 136,000 visits and showed a 151% increase of Freight Box shipments over the previous six months before the page existed. The service has also seen an 86% average growth in a month over month volume as well as an 82% average increase in month over month revenue. That's a lot of freight!

"Switching to interactive experiences has simplified the customer education process."

- Danny Kirkman, Marketing Specialist Advisor

"We're starting to make waves and get attention," Kirkman says. "Thanks to upper management support, vision and resources, we're now ahead of the curve. Since we've launched, we've been approached by other companies outside the transportation industry who want to know how we did it."



AWARD-WINNING INNOVATION

For FedEx Small Business Center, the future is looking interactive. In addition to winning an internal award for the success of their current interactive solutions, Kirkman and his team are currently planning more offerings that will incorporate both interactive tools and video experiences.

"Making shipping fun is a little more daunting than it might have been for other industries," Kirkman says. "But, by being open and collaborative with other internal teams, we know we're doing something right when customers are responding and we're getting innovation awards for doing it."

centermark
by yodle

FRANCHISE LEADERSHIP ASSESSMENT



Franchise Leadership Assessment

Discover the level of influence you have over your network and identify the roadblocks that stand in your way.

[Begin the Assessment](#)

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Centermark

Centermark utilizes interactive content as a personal way to target leads.

THE COMPANY

The Centermark platform is designed to meet the unique needs of marketers in a franchise network by collaborating data from each location to create stronger connections between all locations. To facilitate this communication, Centermark by Web.com focuses on enhancing marketing efforts by strengthening the web presence on both national and local levels, optimizing the web experience across devices, and bolstering both paid and organic search across franchisee networks. With clients like Miracle Ear, Merry Maids, and 200 other brand networks, Centermark is quickly becoming a go-to platform for data-driven marketing automation.



AN EASIER WAY TO COLLECT QUALITY LEADS

When Amanda Brief joined the Centermark team, she identified the need to find an intuitive platform that would help her collect inbound leads. At the time, Centermark was occasionally using an online survey system, but responses to the surveys weren't providing trackable data the company could use to target new audiences. Brief had worked with ion at a previous employer with positive results, so she thought of the company's platform again as she moved into her new role at Centermark.

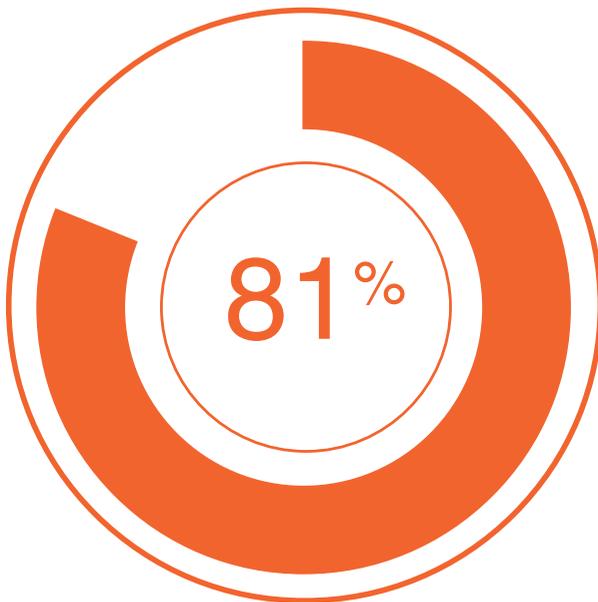
"I worked with ion in my last job," Brief says. "And when I saw we were missing stats and insights, I knew we needed something more interactive than surveys to not only collect data but to get inbound leads."

USING ASSESSMENTS FOR CUSTOMER INSIGHTS

Centermark and ion partnered to create a Franchise Leadership Assessment that would help new leads self-identify pain points within their franchise network and inform Centermark of the influence respondents already had over their franchisee networks. The five-question assessment is based on questions Centermark Sales Directors already ask new clients, such as “Do you have influence over the operational and marketing behaviors of the franchisees?” and “Do you currently have an automated way to gain location compliance or adoption of recommended marketing investments?”

Responses to these questions gave Centermark the information it needed to build relationships with new leads as well as cultivate a data-driven marketing strategy moving forward.

“The assessment was an easy way to collect data and understand the influence CMOs have within their organizations,” Brief says. “When someone said they didn’t have a lot of marketing support, the sales team knew this was our target audience.”



Did You Know - 81% of content marketers agree that interactive content grabs attention more effectively than static content.*

“Interactive content is a more personal way to target. Before this, we had no way to drive inbound leads. Now, we’re not only using these tools for prospecting, we’re getting leads based on data and we’re giving our customers key recommendations for marketing strategy.”

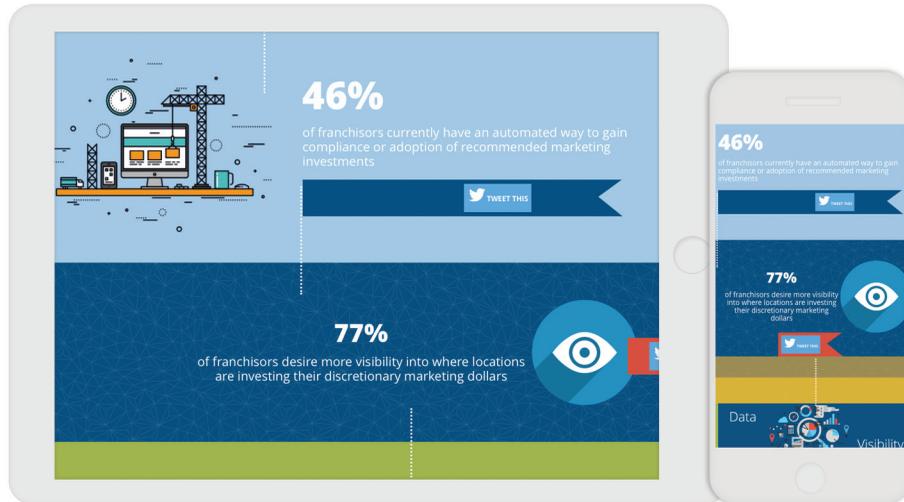
- Amanda Brief, Corporate Marketing Manager, Centermark

USING SELL-SIDE TO MEET BUYERS AT POINT OF INTEREST

After a strong response to the assessment, Centermark used ion’s Sell-Side capability to put data from the interactive journey into context for the sales team with a visual timeline of each buyer’s journey. Using Sell-Side, the Centermark sales team had access to each new lead’s assessment responses, challenges, and marketing wish list.

Responses were contextualized in simple infographics to quickly get marketing, sales, and the buyer on the same page, which allowed the Centermark sales team to meet the buyer at a personalized point of interest, quickly picking up the dialogue where interactive content left off.

“Sell-Side goes right into what audiences have viewed, and what they’ve filled out,” Brief says. “It gives the sales team all their responses, so we know what their pain points are.”



INCORPORATING DATA INTO MARKETING STRATEGY

Centermark is also using their data to create more interactive content and target new audiences. For example, the company used responses to its assessment to create an engaging interactive infographic that allows CMOs to see how they measure up against the competition.

The infographic also includes social sharing buttons next to each stat, giving readers control over how they interact with the information. A link to the original assessment at the bottom of the

infographic creates an informational feedback loop between the data, assessment, buyer, and brand that both generates new leads and gauges interest level.

“We have a lot of clicks,” Brief says. “And the infographic is a good way to showcase the data we have. It’s awesome that once someone fills out the benchmark, they can immediately see how they’re doing against people in their industry.”

MOVING FORWARD

The benchmark assessment and infographic are just the beginning for Centermark, according to Brief, who is using interactive content for both event marketing and longer format content in the future.

“There’s still so much room to grow,” Brief says. “We’re not just using interactive content for prospecting. We’re starting to use it for event marketing, too, by creating event invite forms that track all the people signing up. We’ll use our assessment data for white papers down the road and also for longer ebooks.”

The company has also started incorporating personalized quizzes into direct mail campaigns.

For example, a mustard connoisseur might get a quiz titled “Bet You Can’t Guess the Mustard.” Moving from static to interactive content has created a pathway for Centermark to build more robust, meaningful engagements with digital audiences, which leads to better data and, ultimately, better customer service.

“Interactive content is a more personal way to target,” Brief says. “Before this, we had no way to drive inbound leads. Now, we’re not only using these tools for prospecting, we’re getting leads based on data and we’re giving our customers key recommendations for marketing strategy. It’s a two-way street.”



Explore the BASF project for Red Hook, Brooklyn, NY

Co-creating solutions for urban neighborhoods in coastal cities

[Download White Paper](#)

[SHARE](#)

Rekindled Hopes for Red Hook

The Red Hook Innovation District is a \$400 million project that would renovate 12 acres in the heart of Red Hook into multi-use structures that would preserve the neighborhood's traditional red-brick industrial look while adding public plazas and park space.

[Read More](#)



Establish a Network of Green Corridors >



Create a Coastal Park >



Inspire With a Model Block >

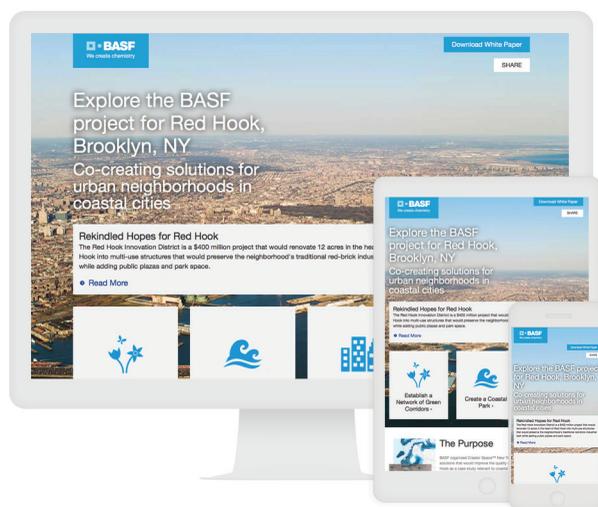
CHAPTER 3

BASF

BASF's microsite finds new ways to engage an audience through interactive content.

THE BRAND

Founded in 1865, BASF has grown to become the largest chemical company in the world with over 112,000 employees worldwide. BASF focuses on creating “chemistry for a sustainable future,” with an emphasis on environmental protection and social responsibility.



THE VISION

When BASF began planning its 150-year anniversary in 2015, the company decided to forgo the traditional, self-congratulatory advertising campaign. Instead, BASF challenged itself and their employees to explore the role of chemistry within three global challenges: urban living, smart energy, and food. BASF North America focused on the topic of Urban Living, according to Alberto Hernandez, Special Projects Marketing for BASF. In 2012, Red Hook, Brooklyn and the New York area was devastated by Hurricane Sandy, which caused \$32 billion dollars in damage. Therefore, it made sense to use Red Hook as a case study to develop solutions to prevent future damage from extreme weather.

“There are so many challenges facing NYC and its coastal waterfront,” Hernandez says.

“The neighborhood of Red Hook was devastated by Hurricane Sandy. Finding solutions to prevent damage from the next hurricane is paramount for its citizens.”

A 36-page white paper was created as a result of BASF's Creator Space event in NYC. The event brought together Red Hook residents, industry experts, local business owners, scientists, engineers and more—and engaged them in a multi-day, co-creative exercise with the hope of serving as a guide for renovation and preservation of coastal communities around the world. However, it's difficult to get high levels of engagement online for static PDFs, so Hernandez looked to ion to generate excitement online around the complex project as a company who understands how consumers digest information online.

THE CONTENT

Hernandez was hoping for high engagement around the white paper but knew he probably wasn't going to get the level of interaction he was hoping for by asking audiences to download a multi-page PDF. That's why he turned to ion. ion helped BASF to create a highly interactive microsite based on some of the best information from the coastal living studies. "We had to reimagine this 36-page document in a different way," Hernandez says. "Asking people to read a 36-page document online does not support how people consume content in today's digital world."

To get people excited about the content, ion and BASF took the five main ideas listed in the white paper and created interactive content around the three most salient points. For example, the white paper suggests that creating a coastal park is the most effective way to protect the vulnerable neighborhood of Red Hook from storm surges while preserving its beautiful waterfront views. ion used BASF's plans for a coastal park to create an interactive map that allows readers to explore the park for themselves on the microsite.



Did You Know - 79% of content marketers agree that interactive content results in repeat visitors and multiple exposure.*

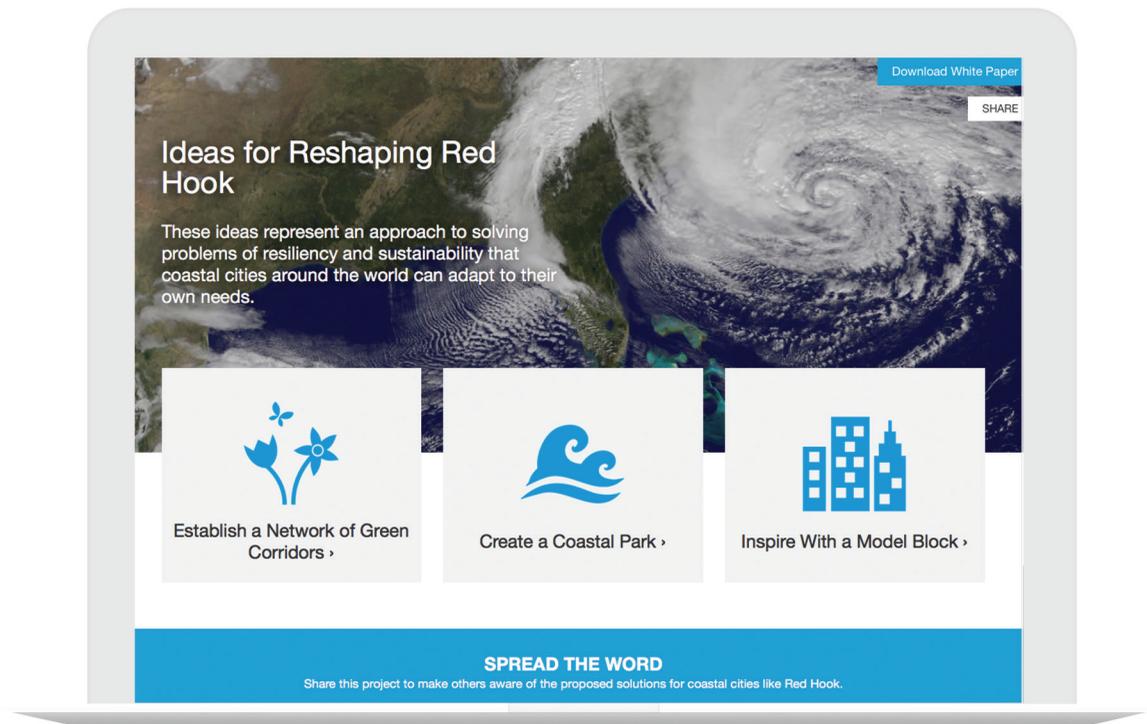
"There were five ideas within the white paper," Hernandez says. "But it didn't make sense to put all five on the microsite. So we chose the three best ideas we felt leaned themselves to interactive content."

The microsite's homepage also provides an interactive timeline of Red Hook's history, content re-framed as interactive quizzes, and information on improving coastal resilience. The content is both fun and highly engaging for curious readers who are not highly knowledgeable in coastal resilience and Red Hook. The result leads readers around a circular path of information whereby one fact leads to another.

"Microsites are a great tool to bringing topics, such as Red Hook and Coastal Resilience, to life in a fun and engaging way", Hernandez says. "If someone is searching for 'Costal Resilient Solutions,' they will find our white paper and no matter which topic the reader chooses first, the interactive content flows in such a way as to encourage the reader to spend time with other assets on the site. We didn't want people to go to one topic and click out. We wanted to create a flow that seamlessly led to the other two assets."

"The fact that the average reader spent 12 minutes on the microsite tells me that not only is the site engaging, but also people are spending time going through the information. The content is engaging the reader."

- Alberto Hernandez, Special Projects Marketing for BASF



THE PERFORMANCE

Linking the disparate parts of the coastal living research with interactive content has significantly boosted engagement on the microsite and downloads of the white paper. The average time spent with the microsite was 12 minutes and 23 seconds, which made Hernandez hopeful that the audience is both digesting the complicated subject matter and becoming curious about the white paper and BASF.

“The fact that the average reader spent 12 minutes on the microsite tells me that not only is the site engaging, but also people are spending time going through the information. The content is engaging the reader.”

The CTA to download the white paper in the upper right-hand corner of the microsite is winning attention as well, with 16.78% of visitors clicking and 57.73% of those converting.

WHAT'S NEXT

As Hernandez shares information about the BASF coastal cities project at events around the country in the second half of the year, he'd like to see more site visits as well as shares. Initial enthusiasm for the site among colleagues and visitors alike has made him hopeful that more attention is still in store.

“Everyone who's seen it, loved it,” Hernandez says. “By December, we're going to focus on driving traffic from Facebook and Twitter. We're also going to work on ways to continue the conversation with people who come to the site. The microsite has really gotten colleagues and managers to think differently about the ways we engage the audience with interactive information.”

Key Equipment Finance

Key Equipment Finance sees 36% increase in conversions and 21% increase in site visits with interactive content.

THE COMPANY

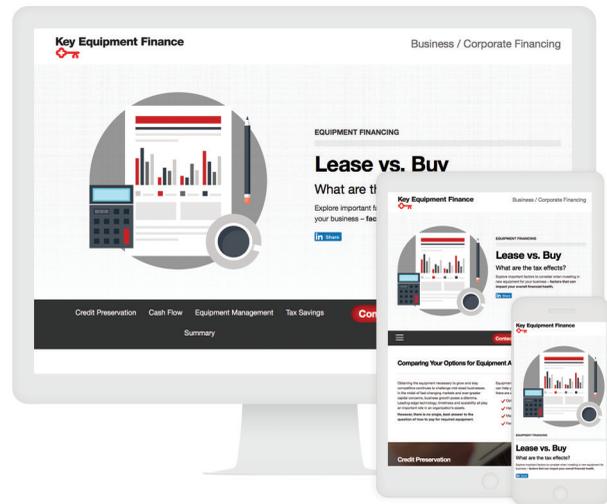
Key Equipment Finance, a division of KeyBank National Association headquartered near Denver, Colorado with operations bases in Albany and Toronto delivers business-to-business equipment finance solutions, manages around \$10 billion in assets and acquires \$4.5 billion in equipment annually. Founded in 1973, Key Equipment Finance has about 300 employees in North America.

THE CHALLENGE

The small in-house marketing team at Key Equipment Finance had done a great job with its first attempts at content marketing. But after seeing success with white papers and email blasts, the brand found its growing content offerings difficult to manage and wanted a more intuitive template for building content. ion interactive helped Key Equipment Finance maximize the efficacy of their in-house marketing team as they repurposed their first traditional static content piece into a more engaging interactive infographic.

THE SOLUTION

Originally, Key Equipment Finance landing pages sent users either to a white paper or article, but with the help of ion interactive, the brand was able to create an interactive experience in a style that matched the existing landing page and website. Although initially worried about the time and effort it would take to make static content interactive, Amy Thomas, Corporate Designer for Strategic Services at Key Equipment Finance, was relieved to find her collaboration with ion interactive much simpler than she'd anticipated.



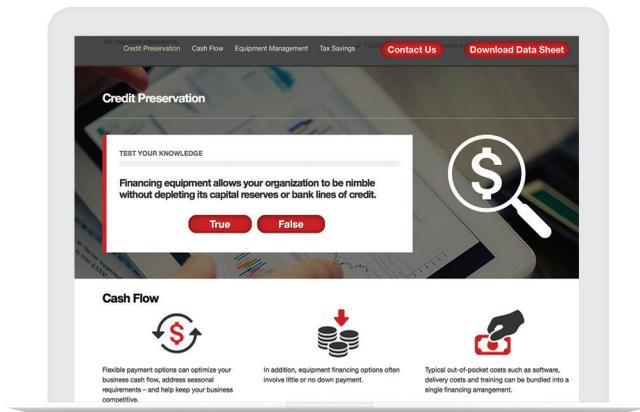
“They [ion interactive] immediately understood the heart of the content and transformed the user experience around it. They got it.”

**- Amy Thomas, Corporate Designer,
Key Equipment Finance**

“ion’s timing when they stepped in to create our first infographic could not have been better,” Thomas says. “It took two extremely efficient phone calls with ion to give them our traditional content and they nailed it right out of the gate by pulling out the most relevant points from the content. From there, they began tagging the most relevant information and put the call to action in the right place. They immediately understood the heart of the content and transformed the user experience around it. They got it.”

Immediately, the Key Equipment marketing team was able to take stale content and create interactive infographics that get customers clicking to test their knowledge of the industry while, at the same time, sharing valuable product information with the audience. Gamifying traditional content takes static facts and makes them more engaging, which helps both the marketing and sales teams demonstrate the brand's value.

“Both marketing and sales have used our new interactive content to share and educate,” says Thomas. “And getting the sales team excited about what you're doing is really important for marketing efforts. The interactive content makes us really innovative. We work for a pretty staid industry, and it's really tough for us to track back specific sales, so the sales team is really excited to have such an original, useful tool.”



THE RESULTS

Key Equipment Finance's first foray into interactive content has already led to a 21% increase in site visits as well as a 36% increase in conversions. Thomas says that the additional engagement has also created a valuable feedback loop for both the sales and marketing teams.

“We're able to track our success by all the different tags that we put on the infographic,” Thomas says. “And the platform itself enables us to see where people are engaging with our content, which has led to a considerable increase in engagement and sales.”

THE NEXT STEPS

Now that Thomas has seen the benefits of interactive content, she's created even more using the template provided by ion, which has earned praise from both the C-suite and the sales team, not to mention establishing Key Equipment Finance as trendsetters in the industry. Her small team is now performing like much larger players in their space.

“Adding these tools has been like hiring three people,” Thomas says. “We're trendsetters now; there isn't anyone else doing this in this space. From an in-house perspective, the fact that we're building these experiences ourselves and getting these results has made us really excited to share our successes even outside the marketing department.”

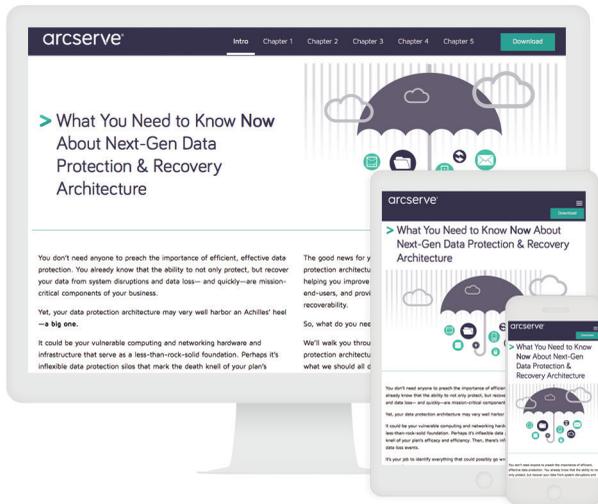
“Both marketing and sales have used our new interactive content to share and educate. And getting the sales team excited about what you're doing is really important for marketing efforts. The interactive content makes us really innovative.”

- Amy Thomas, Corporate Designer, Key Equipment Finance

CHAPTER 5

Arcserve

Arcserve increases leads with interactive content built in ion.



THE COMPANY

Arcserve, a global company headquartered in Minneapolis, Minnesota, is a leading provider of data protection and recovery software that provides organizations with the assurance that they can recover their data and applications when needed. Founded in 1990, Arcserve provides a comprehensive solution for virtual and physical environments, on premise or in the cloud, backed by unsurpassed support and expertise. Arcserve has an active customer base of 43,000 end users in more than 50 countries and partners with over 7,500 distributors, resellers and service providers around the world.

THE CHALLENGE

In Arcserve's transition to a more advanced web infrastructure, they wanted to overcome common content marketing challenges—time, resources, scalability—while also infusing more interactivity and innovation into everything they were doing. Industry content was traditionally seen as “boring,” and Arcserve's strategy is to debunk that stereotype, differentiate the company through its content, while increasing engagement and lead conversions. Arcserve's global presence provided an additional challenge since much of the content needs to be created in a variety of languages without sacrificing quality, agility and speed to market.

THE SOLUTION

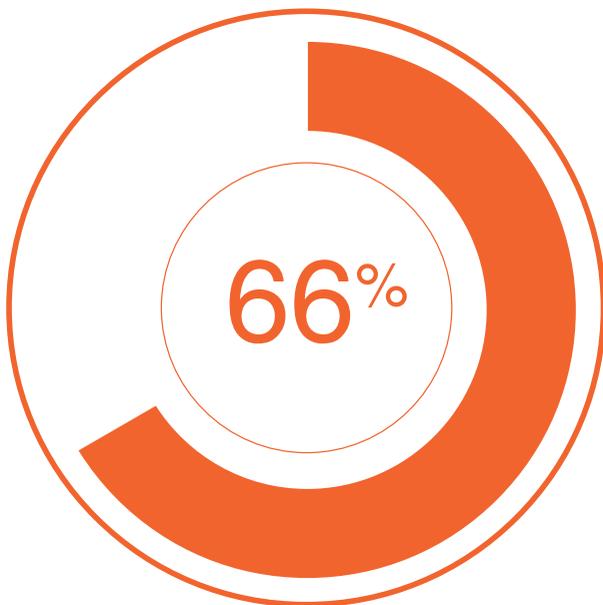
Arcserve tapped the ion platform to produce engaging interactive content experiences, and worked with ion's professional services team to help bring some of their content ideas to fruition. Working with ion, Arcserve's marketing team was empowered to scale its content creation, producing significantly more than they had in the past. And, with ion's Creative Studio, Arcserve can easily copy experiences and localize them for their regions across the globe. Everything from language & font variations, to fully integrated forms made the globalization of Arcserve's interactive content experiences a scalable, manageable endeavor.

THE RESULTS

The company has already seen significant inbound marketing success, with ion leads contributing between 7.5-10% of total leads. They have also achieved notable gains in lead scoring tied to improved engagement with their content.

In addition to the positive external response, when the experiences were shared internally, Arcserve's leadership was impressed with the level of content differentiation they were now able to deliver throughout the buyer's journey.

One Arcserve content marketer noted, "This is a transformative tool in terms of how we engage customers and prospects. The platform and accompanying services are comprehensive and have demonstrable and strong ROI." Arcserve also noted the level of expertise and responsiveness of the ion team in helping them bring their interactive content experiences to market.



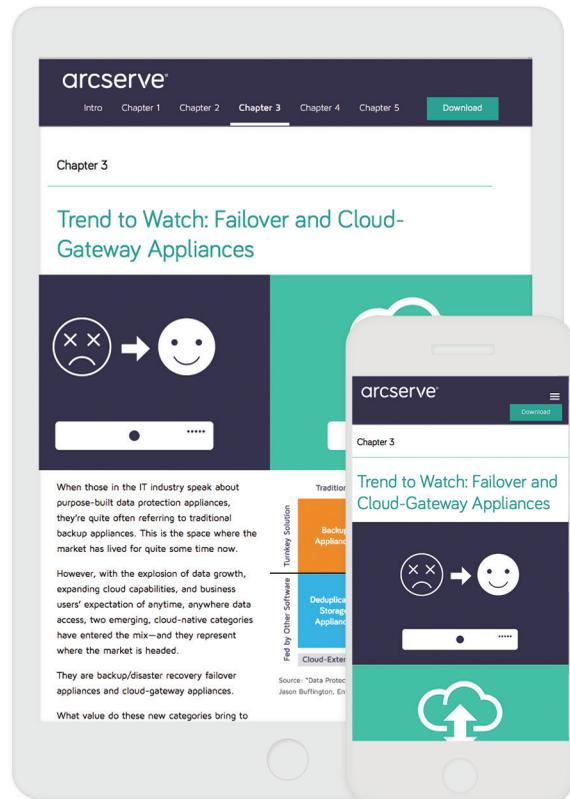
Did You Know - 66% of content marketers say audience engagement has increased in their organization since using interactive content tactics.*

"This is a transformative tool in terms of how we engage customers and prospects. The platform and accompanying services are comprehensive and have demonstrable and strong ROI."

- Arcserve Content Marketer

THE NEXT STEP

Arcserve has upcoming plans for additional global interactive content experiences and will continue to look for ways to create new and engaging content to drive content engagement and inbound leads.





LONDON TECHNOLOGY WEEK™
15-21 June 15

LOCATIONS

THE GEEK'S GUIDE TO LONDON

London is rapidly positioning itself as one of the most significant technology hubs outside of Silicon Valley. From 15-21 June, technology enthusiasts from all walks of life will descend on this technological metropolis to explore, learn and celebrate with like-minded people during London Technology Week.

If you find time between a busy schedule of events, why not explore the geekier side to this great city.

SIGN UP FOR UPDATES

LEARN MORE



CHAPTER 6

UBM

UBM's Geek's Guide to London recently brought London Technology Week to life online.

THE COMPANY

UBM is a global events-led marketing and communications services firm. The company helps businesses do business by connecting them through live events, digital and print media. Operating in over 20 countries around the world, UBM has an expert staff of 5,000.

THE CHALLENGE

Though UBM has many established content businesses, such as Information Week and IFSEC Global, the company does not have an established content presence in many of its markets. When UBM began working to promote London Technology Week, a gathering of more than 200 tech events taking place around London, the company wanted to create a piece of interactive content to rise above the clutter in a space dominated by an exhausting amount of content, says Luke Bilton, Director of Digital and Content for UBM.

"Marketing is increasingly noisy and crowded with brands who are publishing more and more content themselves," Bilton says. "It's a real arms race to compete in that kind of market, so you really need to have some sort of unique value proposition, and there needs to be a cost effective approach to it."

The company's main goals for promoting the event were twofold: build a database with relevant leads and drive people to live events.



THE SOLUTION

Bilton and his team decided to use interactive content to create excitement around London Technology Week, so the team from ion worked with the company to leverage existing content for a fun, interactive experience that would get London techies excited for the big event. They found the perfect piece of static content in the form of an article called "A Geek's Guide to London," which was an in-depth look at not just the week's events, but also the city's unique relationship to technology. The ion team thought the content would make a perfect interactive map that could also serve as a mobile guide to London Technology Week in real time.

"The reason this felt right for us," Bilton says, "is that we didn't have a dedicated media site in this space. We needed something to distribute and share through social channels: a socially interesting artifact that people could share and pass around."

THE PROCESS

UBM and ion were able to see the interactive guide to fruition in just six weeks through careful planning and testing. In the first part of the process, ion built an interactive wireframe to walk UBM through every piece of the content, which allowed the company to make changes and give feedback before the project was complete. This approach saved time and gave UBM a more holistic picture of what exactly the final project would offer. According to Bilton, the careful pre-planning for the project made the timeline much more efficient than building the project in-house.

“If we tried to do it in-house,” Bilton says, “we’d just end up tinkering with it for weeks. This process was much quicker.”

THE FINAL PROJECT

Overall, the interactive guide provided a sleek and modern alternative to a static article, which was completely appropriate to the tech-focused event.

Optimizing for mobile was critical because users were accessing the guide as they participated in London Technology Week and the content acted as a go-to tour guide for not to miss events, and users were able to easily access different hot spots around town that jumped off the web to become applicable in the streets. The guide also ensured that no matter where the user was in his or her journey, CTAs were available without being intrusive. In fact, their placement actually encouraged users to keep scrolling, offering intermittent breaks to sign up for updates. Hamburger navigation also empowered users to access the most relevant content to their moment-to-moment experiences as they enjoyed the event.

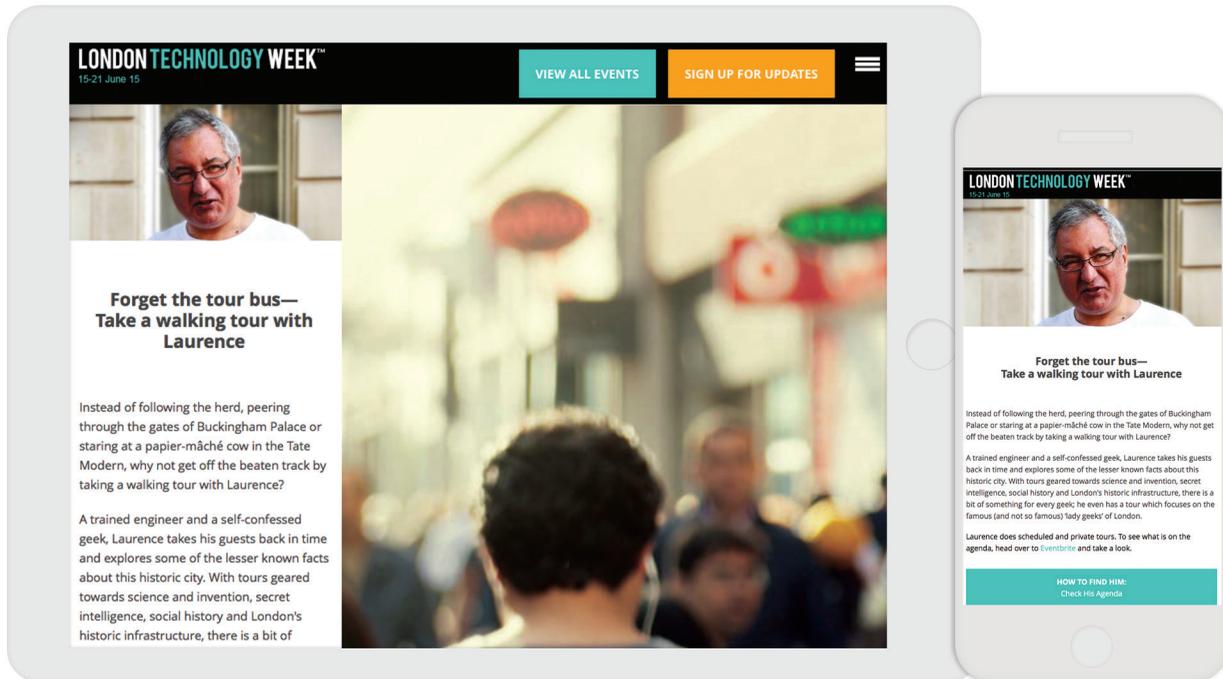
“We really learned what hotspots were most popular, and the key findings were just the tip of the iceberg. This really gave us the opportunity to get insight into our audience and incorporate that content into the future.”

- Luke Bilton, Director of Digital and Content for UBM

THE RESULTS

One of the main successes of the interactive guide was the feedback loop it provided for which events were getting the most attention. Over a quarter of viewers engaged with the guide on a mobile device, a pretty solid indicator that they were using it on the go to plan their journeys through the event. Users spent an average of two minutes perusing the guide, a good indicator of high engagement. They also used Facebook as the main means for sharing the guide, which is an important indicator of where future interactive content is more likely to be well received. Word-of-mouth promotion for the content was also high. In fact, a British radio show focused on technology spotlighted not just London Technology Week but its interactive promotional content as well.

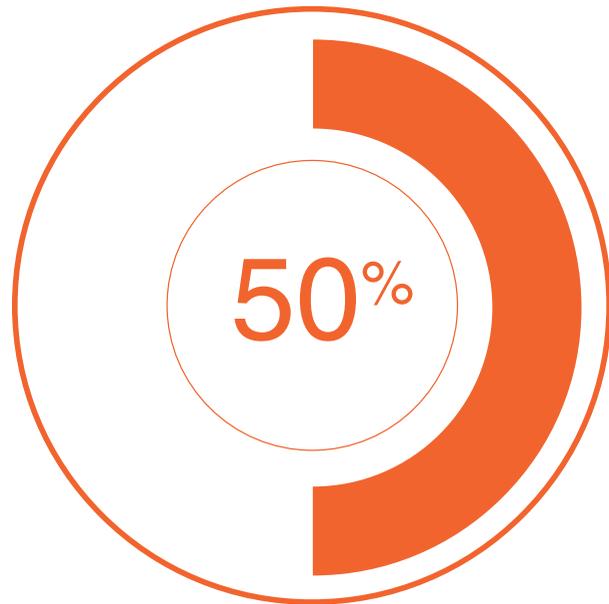
The value of that feedback, according to Bilton, will have an impact of UBM's future experiments with interactive content. “We really learned what hotspots were most popular, and the key findings were just the tip of the iceberg. This really gave us the opportunity to get insight into our audience and incorporate that content into the future.”



THE NEXT STEP

After the success of “The Geek’s Guide to London,” UBM is considering other ways it can transform static content into useful interactive experiences. But for right now, his team is happy with the idea that “The Geek’s Guide to London” remains popular even after London Technology Week is over.

“We didn’t want it to be purely about the event,” Bilton says. “It’s important that content stands up on its own two feet. 80% of the positive response we’ve been getting is coming in from content that is just good content and isn’t trying to force the CTA down peoples throats. Good content should do the job.”



Did You Know - Interactive elements can boost engagement by more than 50%.

“We needed something to distribute and share through social channels: a socially interesting artifact that people could share and pass around.

- Luke Bilton, Director of Digital and Content for UBM



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MENU

Laptop Buying Guide

Everything you need to know when shopping for a new laptop.

Whether you're looking to replace your desktop system with a space-saving, portable design, upgrade an older laptop with the latest technology, or purchase your child's first computer, our guide will help you make an educated decision for a laptop that meets all your needs.

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CH 1
Things to Consider Before Starting

CH 2
Choose Your Operating System

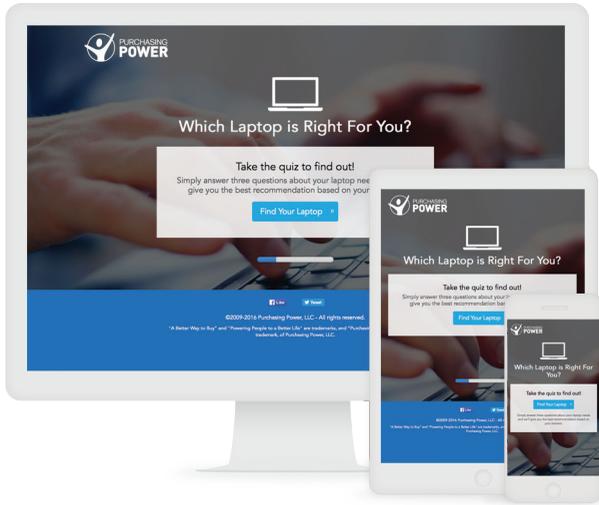
CH 3
Decide on a Laptop Design

CH 4
Screen Features & Technology



Purchasing Power

Purchasing Power drives 4x e-commerce conversions with interactive content.



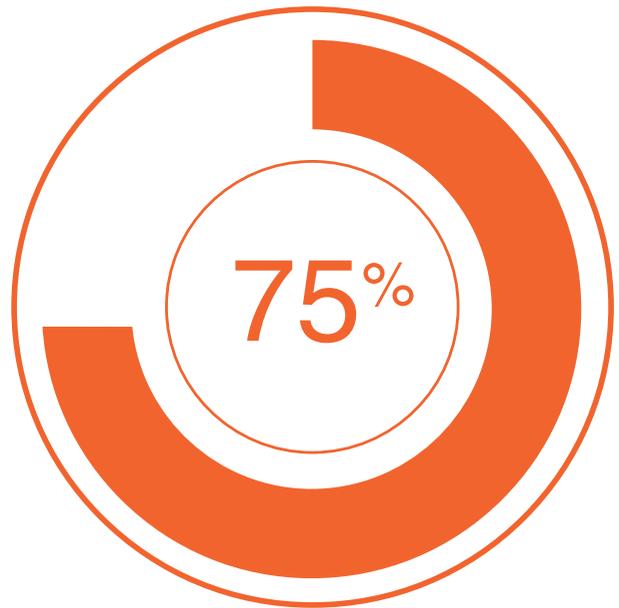
THE COMPANY

Purchasing Power is a voluntary benefit provider of employee purchase programs. Eligible employees can buy computers, electronics, and home appliances from Purchasing Power through the ease of payroll deduction. The company maintains relationships with many major manufacturers, as well as several resellers, distributors and suppliers.

THE CHALLENGE

Purchasing Power's B2C e-commerce programs provide a valuable benefit to employees by allowing them to make purchases and have funds deducted directly from their paychecks. However, the company wanted to increase their value proposition by delivering educational content to aid in the purchase decision.

Purchasing Power wanted to replace static pages of text with interactive experiences that would educate their audience and increase purchase conversion rates. The solution needed to provide a wide variety of creative options for publishing interactive elements, the ability to launch without developers in order to keep costs down and timelines fast, and integration with their existing CMS.



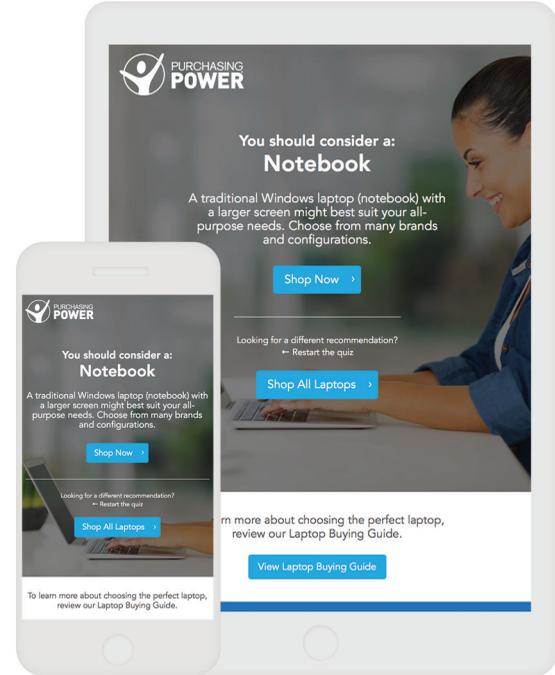
Did You Know - 75% of content marketers anticipate increasing the use of interactive content in the next year.*

After 90 days, the 3 experiences together exceeded the conversion goal by 80% yielding a conversion rate 4x higher than the average site conversion.

THE SOLUTION

Because Purchasing Power's B2B team had already seen success with ion, the B2C team decided to utilize the tool to create interactive content for consumers. They chose to use ion's professional services capabilities to help bring this vision to life and translate their written content into visually engaging and participatory experiences.

Speed to market was facilitated using ion's growing library of Quick Start templates to rapidly deploy concepts. And ion's services team created more custom B2C-focused experiences from scratch. These bespoke experiences were also saved as Purchasing Power Quick Starts that can be quickly cloned and versioned in the future. Together with ion's services team, Purchasing Power initially created three interactive experiences.



THE RESULTS

After 90 days, the three experiences together exceeded the conversion goal by 80%, yielding a conversion rate 4x higher than the average site conversion. There were also noticeable upticks in engagement with metrics like specific content interactions and time spent. Overall, the ion experiences proved to be stickier and have lower bounce rates than their predecessor pages.

As part of Purchasing Power's services engagement, ion provides insights and analysis that help inform data-driven decisions about user behavior and testing opportunities. With ion's help, these reports enable Purchasing Power to understand how to optimize their interactive content and to make valuable, previously unnoticed inferences from content performance.

THE NEXT STEP

As Purchasing Power and ion continue their partnership, they will use the insights gained from the insight report as well as usability testing to look for additional opportunities to improve the customer experience and impact conversion and revenue.



Did You Know - 91% of buyers prefer more interactive/visual content that can be accessed on demand.**



Which Extended Car Warranty is Right For You?

Take the quiz to find out!

[Find Your Extended Warranty »](#)

Simply answer three questions about your warranty needs and we'll give you the best recommendation based on your answers.



Like



Tweet

VSP

VSP's interactive calculator helps its customers determine the right plan for their needs.

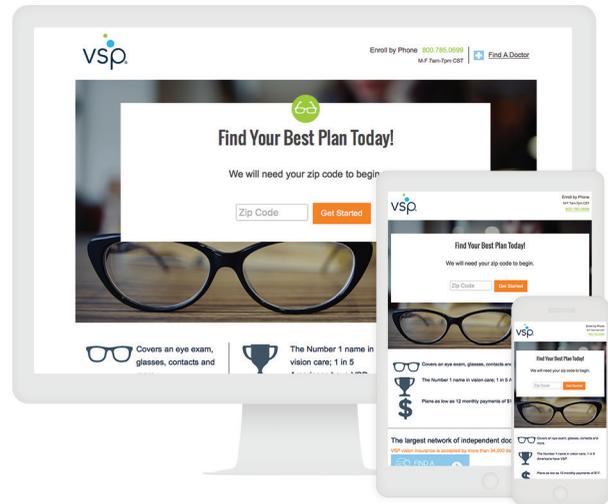
THE COMPANY

VSP Vision Care is the nation's leading provider of vision care and coverage. Their mission is simple: provide affordable, accessible, high-quality eye care. One way VSP does this is through their direct-to-consumer insurance, VSP Direct, which provides comprehensive coverage for individuals and families.

THE CHALLENGE

VSP's Direct-to-Consumer Market Manager, Steve Gándola has focused on continuing to grow VSP's online audience and increase awareness of the various plans offered. Unfortunately, many new customers have difficulty differentiating between plans. To address this pain point, an interactive experience was created to both educate new buyers about VSP's products and help them choose the right plan for their needs.

"With VSP Direct coverage, members get high-quality vision insurance at a low out-of-pocket cost, which can typically save them over \$200 per year. But sometimes consumers have difficulty believing that those savings estimates apply to them," Gándola says. "We needed a



savings message that was believable, so we thought a savings calculator would help put them in the driver's seat."

As VSP explored the development costs for both a product selector and a savings calculator, they found it would be nearly twice the cost of subscribing to ion's platform. With ion, the brand could save money on developing these tools and have the capability to develop additional future interactive content pieces.

"It was a no-brainer," Gándola says.

THE SOLUTION

The interactive answer to VSP's needs were twofold. First, VSP created a savings calculator that could be modified by state. They then set out to create a product wizard that generated a personalized recommendation based on consumers' answers to questions about their eyewear needs and preferences.

The wizard was particularly complex, as the tool needed to incorporate information from a third-party database as well as geo-location data to determine what rates are available. Built-in logic was leveraged to display product recommendations based on responses to questions about eyewear preferences, age,

and vision insurance status. Finally, the product selector had to create a feedback loop that sent customers to an application page once they selected a plan and passed through information to complete the enrollment. Such a complex design was no short order.

“From the beginning, I knew I would rely on ion to build the product wizard, given their expertise,” Gándola says. “They had no difficulty handling the complexities of the design and they were great about going back in and making adjustments and tweaks. Plus, they delivered on time.”

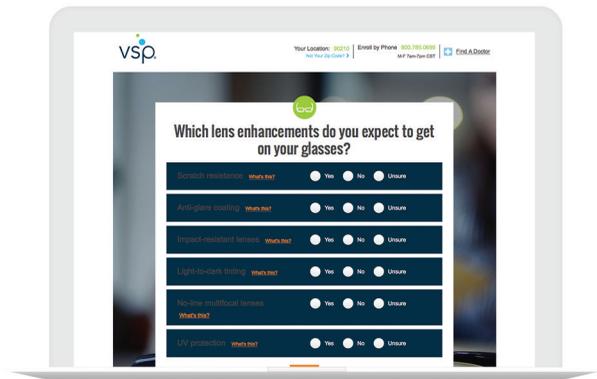
THE RESULTS

While the product wizard is relatively new, VSP has received positive feedback from users who were able to determine the right plan for their needs. According to a recent poll, 98% of respondents found the wizard useful in helping choose an insurance plan and nearly one-third of users found the content extremely useful. Additionally, 90% of respondents reported that the product wizard offered important information, with over one-quarter of those polled indicating the information was extremely important.

For Gándola, the value of the product wizard goes beyond informing consumers. In the end, he’s optimistic it will increase conversions.

“Ultimately, we want to help more people enroll in plans,” Gándola says. “And one of the best ways to earn those conversions is by helping them wade through a myriad of considerations to quickly get to the right solution.”

In addition, the new savings calculator is also receiving significant traffic and allowing users, in a matter of seconds, to get an impressive savings estimate that they can buy into. It gives new customers a clear idea of the product’s value through interactive content.



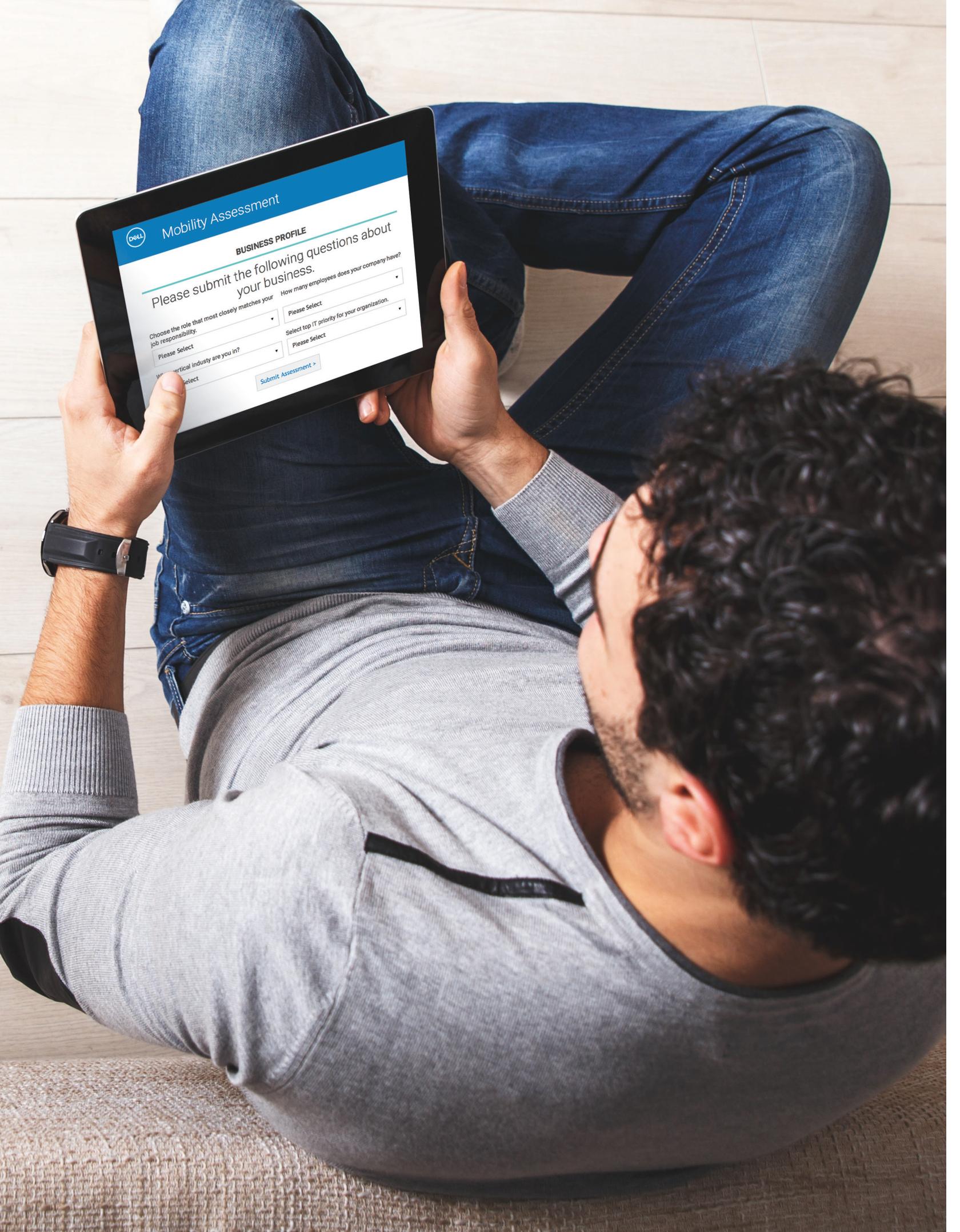
WHAT’S NEXT

VSP has already begun experimenting with even more interactive content! Their next experience will be a quiz that helps respondents determine what style of eyewear is best for them. More recently, they began working on a piece of content titled “8 Things to Know When Choosing a Vision Insurance Plan.”

“We don’t want to make people wade through a boring sales sheet,” Gándola says. “These are fun engagement tools that allow us to drive more people to our site. We get high-funnel people engaging, and then drive them to our site where we can continue to inform them about the benefits of choosing a VSP Direct plan and help them enroll in the best plan for them. All these pieces of content grab attention and help people at every stage of the purchase funnel.”

“These are fun engagement tools that allow us to drive more people to our site.”

- Steve Gándola, Direct-to-Consumer Market Manager for VSP



Mobility Assessment

BUSINESS PROFILE

Please submit the following questions about your business.

Choose the role that most closely matches your job responsibility.

Please Select

How many employees does your company have?

Please Select

Select top IT priority for your organization.

Please Select

What critical industry are you in?

Please Select

[Submit Assessment >](#)

Dell

Dell utilizes interactive content to create engaging user experiences.

THE COMPANY

For 30 years, Dell has empowered countries, communities, customers, and people everywhere to use technology to realize their dreams. Customers trust Dell to deliver technology solutions that help them do and achieve more, whether they're at home, work, school or anywhere in their world.

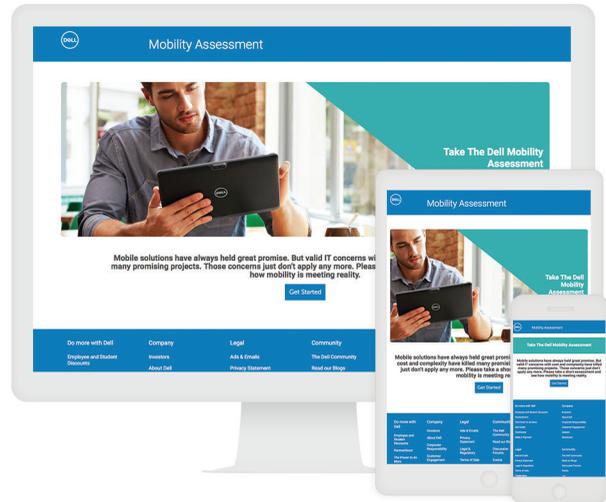
THE CHALLENGE

Dell has a range of B2B solutions for companies of all sizes from small businesses to the large enterprise. Products and solutions range from empowering a small business with new employee BYOD solutions to advising a global corporation on securing their public and private clouds.

EFFECTIVELY TARGET AUDIENCES

Generating qualified leads from their target audience is a primary focus. But, as is true for most companies with diverse markets and products, it can be a challenge to communicate the right message to the right person at the right time in order to increase engagement and conversion rates. Dell knew this challenge also presented an exciting opportunity to deliver targeted, relevant online experiences to their diverse audiences. They had a vision for interactive, app-like experiences that would provide value and be useful to their online visitors, while complementing their already effective lead generation program.

For the past several years, Dell has leveraged campaign landing pages for lead capture forms and microsites with ion interactive. Starting with page templates from the ion platform, they were



“Know your customer experience intimately and don’t be afraid to challenge what currently works; and even if it works well, never stop asking yourself how you can make that experience better.”

- Joseph Moke, Senior Manager of Digital Marketing for Dell

able to quickly launch and test targeted pages and microsites without help from developers. They experienced great results, attributing their landing page initiative to increasing sales opportunities by 10x in a two-year span.

With an already successful lead generation program in place leveraging ion landing pages, Dell wanted to use smarter interactive digital experiences to help more effectively target and present solutions to their wide ranging audiences. They

knew that, to improve the online experience and generate more leads, they would need to move beyond static form-based landing pages to more useful, interactive experiences that provided intrinsic value to the customer.

THE SOLUTION

Dell determined that online advisors would be a perfect method to allow customers to configure solutions based on their specific needs, from the small business owner to the CTO of a large global enterprise. They brought this app-like experience to life with the ion platform.

The advisor acts as a form of digital solution configurator, showing how a product, service, or application can work within a customer's environment. The online visitor inputs information regarding their specific product needs, and the advisor provides feedback about the appropriate product and services that fit a customer's needs.

Dell created online advisors for their server, cloud, virtualization, and client solutions that are available on Dell.com. These app-like experiences are frequently updated with the latest product and services information, and the ion interactive content platform makes these updates in an efficient, agile manner.

With agility for updates and changes comes agility for testing unique variations of each online advisor. Rather than keeping the solution advisors as static, non-changing web experiences, Dell has the freedom to test layouts, copy, images and personalization to help increase the engagement and conversion rates on the interactive advisors.

Dell's Senior Manager of Digital Marketing, Joseph Moke explained, "You can't be afraid to fail. There are so many different ways to interact with your customer online—testing, trusting your data, and always optimizing will evolve your site and make your customer experience the

best one you can provide. Know your customer experience intimately and don't be afraid to challenge what currently works, and even if it works well, never stop asking yourself how you can make that experience better."

THE RESULTS

The data gathered empowers the Dell sales advisor with prospect insights, which in turn allows them to have a more tailored, relevant conversation when they follow up on leads generated from the solution configurator. This also ensures tight cohesion between the sales and marketing teams, with marketing passing sales valuable lead insights that help them do their job more efficiently.

When a visitor completes the interactive advisor, the sales team receives the quote and it's directly uploaded into the sales CRM for seamless access to the prospect information.

THE NEXT STEPS

From the testing front, in the upcoming quarters, Dell will be working on smaller forms to fit various page templates across their site, which will also test in markets where embedded forms did not perform. They will also continuously look for ways to meld app-like experiences into future projects as a means to enhance the user experience.

Moke adds, "Everyone invested in the success of our company wants to know the state of the business and ROI of our campaigns. To our internal audience, conversion lifts and testing are only the beginning. You can increase your form conversion in a myriad of ways, but if your leads are poor quality, or aren't engaged, you lose credibility to your sales teams and ultimately your customer experience suffers. Our tests for conversion look beyond that form conversion—always look at how your leads are affecting the bottom of that sales funnel."





about ion interactive

ion interactive is a software-as-a-service marketing technology company. We empower digital marketers to generate, profile and qualify leads using interactive content.

Speak with an ion interactive professional and learn how we can help you interactivate your results.

www.ioninteractive.com

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