

# Knock Knock. Who's There?

How much money did you spend on your web site and online marketing campaigns last year ... \$100,000? More than \$1,000,000? And what conversion rate did you get from all that traffic? 2%? 3%? Or an industry leading 5%? If you are embarrassed to admit what you spent for so little conversion, disappointed by the results, or if really don't know how well your website performed in generating leads then you are not alone.

What would you do differently if you knew the company that was *about* to visit your website?

Would you still show the same web page to every visitor if you knew their exact company, industry, and size of their business before you served the page? Would you offer different content, reduce the number of questions in the web form, or cross sell a complementary product to an existing customer? What would a 25%, 50% or 100% increase in your conversion rate while improving data accuracy and completeness mean to your business?

## Enter Real-time Identification Services

Demandbase is the first company to offer a real-time technology that can feed your web site the intelligence to properly identify companies, office locations, industries, market segments, number of employees, customer status and much more, all in a matter of milliseconds before your web site is displayed.

## The Demandbase Business Resolution Platform

Demandbase is the only technology company to successfully integrate the industry's largest business databases, totaling more than 20 million contact records, along with insight from over 100 million web visits on 2,000 B2B web sites. We offer this capability in real-time through a simple, cloud-based web service. We don't rely on outdated or poorly formatted data from public registries and **do not use cookies**.

## The Pay Off

A better web experience is the goal for most online marketers because you know it translates to the bottom line. Here are a few examples of how Demandbase customers use the Real-time ID Service to generate immediate return to their business:

### 1) Eliminate fields from web forms without losing data

Demandbase's web service provides much of the information requested in a web form, so reducing the form fields – without losing valuable data about your leads – will eliminate friction in the conversion process. A rule of thumb is that reducing the number of form fields by 50% will drive conversion rates almost 2X. Think about what a 50% improvement in conversion would have on your Email, Search, Display, or your Social Media marketing campaigns.

The diagram illustrates the process of form reduction. On the left, a form titled "Sign up for a 30-day trial" contains 13 input fields: First name, Last name, Job title, E-mail, Phone, Company, Employees (dropdown), Country (dropdown), State (dropdown), Postal Code, and Language Preference (dropdown). A "Start Free Trial" button is located at the bottom. A large white arrow points to the right, indicating a transition to a simplified form. On the right, a form titled "Free trial for the Healthcare Industry" contains only 4 input fields: First name, Last name, Job title, and E-mail. A "Start Free Trial" button is also present at the bottom.

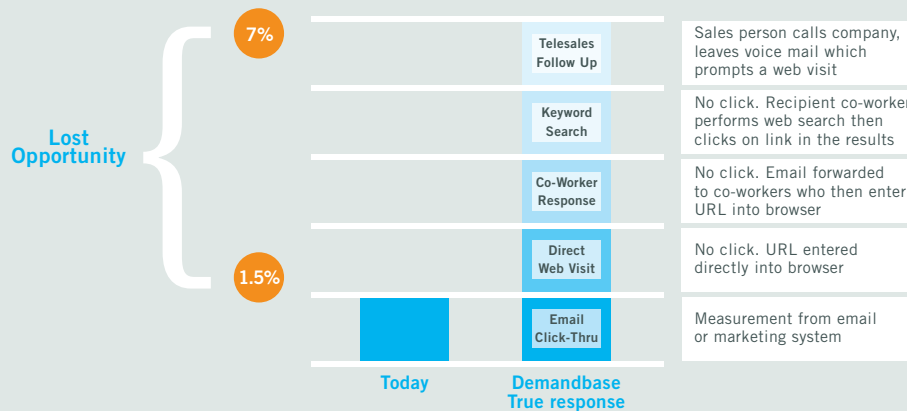
### 2) Measure the true response to your campaigns

If you rely on click-through to measure the success of a campaign or interest by a prospect, you may be only seeing 20%-30% of the true interest and missing opportunities. What about the user that enters your corporate URL directly into the browser, or searches using your company name? Using Demandbase, you can measure engagement by the people from a specific company or business location, not just a click, and begin to solve multi-channel attribution.

“The conversion rate of our social media campaign  
**shot up 44%** using Demandbase”

— Grover Righter / VP of Marketing at Crowd Science

Analysis of the web traffic from a target company can actually be 5X higher than the volume reported by an email or marketing automation system. What would you do differently if you knew the companies that showed much higher interest, or saw a true response rate of 7% vs. the 1.5% click-through reported by your email service provider?



### 3) Increase CRM data integrity

Free form registration data is messy, inconsistent, and creates tremendous inefficiencies within sales and marketing departments. Public registry data is often inaccurate and very limited. What if your registration data came in with company name, industry, revenue, employee count, address and other information standardized and optimized for accuracy? Better lead routing, faster customer response, and fewer duplicates are just some of the benefits. And you might find real leads when you see the company names sitting behind the “anonymous” visitors using their Yahoo and Gmail accounts when they fill out your forms.

### 4) Grow revenue from existing account base

Do you show the same web site or product promotion to a student from Kenya that you share with your largest customer? Without relying on cookies, Demandbase can identify existing customers, and real prospects and provide you with the intelligence needed to offer much more relevant, targeted offers, such as an industry specific case study, or cross selling an additional service. Let your web site work smarter and do the selling for you.

	IP LOOK-UP	DEMANDBASE REAL-TIME ID
<b>REGISTRY FIELDS</b>		
Organization	Southland Corp	7 Eleven Corporation
Location	Plano, TX	Dallas, TX
Marketing Alias		7-Eleven
Office Location		One Arts Plaza 1722 Routh St. Suite 1000 Dallas, Texas 75201
Industry		Food & Beverage
Industry Specialty		Convenience Stores
SIC		5411
ISP Flag		No
Employees		27,748
Revenue		\$15.4 Billion
Phone		972-828-7011
<b>DEMANDBASE CUSTOM</b>		
Existing Customer		No
Account Status		Watchlist
Business Contacts		57
Custom Size (employees)		Enterprise (10,000+)
Custom Industry		Food & beverage Retail
Account Owner		D. Lovette

## Getting Started

Set up is simple and you can be live in 24 hours.  
Test accounts are available.

Contact Demandbase today to get going:

[www.demandbase.com](http://www.demandbase.com)

1 888 WEB 4ROI

Demandbase, Inc.

### About Demandbase, Inc.

Demandbase is a technology company providing marketing performance-improvement solutions for B2B Marketers. Delivered on demand through software as a service, Demandbase solutions leverage the proprietary Business Resolution Platform, combining real-time identification of the companies visiting a web site with an integrated database of high quality, validated business contacts and a new breed of B2B Web analytics, measurement, and integration tools that can dramatically improve marketing and sales performance. In use at more than 1,000 companies, Demandbase helps generate more sales opportunities and drive new business.

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