DEMANDBASE

DOCUSIGN DRIVES CUSTOMER ENGAGEMENT AND INCREASES SALES PIPELINE BY 22%

DocuSign®

22% INCREASE
in sales pipeline

300% INCREASE
in page views

3X
the click-through rate
with industry-relevant
calls-to-action

THE CHALLENGE

CREATE A PERSONALIZED DIGITAL EXPERIENCE FOR TARGETED BUYER SEGMENTS

DocuSign® is the leader in eSignature transaction management. Like many B2B companies, DocuSign saw potential enterprise buyers visiting its site and bouncing before they accessed the most relevant content. DocuSign needed the ability to attract the right audience and serve visitors engaging content. The company wanted to:

- Drive more traffic from the accounts most likely to buy
- Increase click-through rates to high-value, form-gated content
- Boost conversion percentage of those reaching forms without sacrificing important information

THE SOLUTION

ATTRACT THE RIGHT ACCOUNTS AND TAILOR THEIR EXPERIENCE THROUGH THE ENTIRE ENGAGEMENT CYCLE

To help execute its Account-Based Marketing programs, Docusign implemented Demandbase's Account-Based Advertising and Website Personalization solutions. It was able to launch company-specific digital campaigns for six industries, attracting target accounts to the website, engaging them with relevant content and converting them to sales prospects. The Demandbase solutions included:

- **Targeting the right accounts with personalized display advertising.** With Demandbase Account-Based Advertising, Docusign executed a display ad campaign to 450+ enterprise accounts, personalizing messages to companies in key buying stages.

- **Serving personalized onsite content.** Docusign leveraged Demandbase Website Personalization to deliver industry-specific messages to six target industries with a dynamic, custom home-page experience that includes industry-specific images, testimonials and peer logos.

- **Shortening the free-trial form, increasing conversions.** With Demandbase Forms, DocuSign was able to capture detailed company info about visitors in the background, while asking fewer questions on its web forms. Integrated into Eloqua, the Demandbase data made it easier to sort accounts by key attributes and place them into the trial most appropriate for their size, revenue or industry.

- **Measuring anonymous web traffic by account.** Using Demandbase Web Analytics, integrated seamlessly into Google Analytics, Docusign gained insight into the effectiveness and performance of its display advertising and website personalization—enabling the DocuSign team to fine-tune website messages and offers.

THE RESULTS

PUTTING THE RIGHT MESSAGE IN FRONT OF THE RIGHT COMPANY AT THE RIGHT TIME

DocuSign saw immediate results with the Demandbase Account-Based Advertising and Website Personalization solutions. Its team was able to focus on attracting and engaging the companies most likely to convert into revenue. Through targeting segments, DocuSign created personalized, engaging website experiences and relationships with its prospects.

With Demandbase Account-Based Advertising, Docusign:

- Targeted 450+ companies with over 1M impressions delivered

- Attracted 59% of all companies on its target account list

- Generated relevant interest with 13 average page views per company

With Demandbase Website Personalization and Forms, Docusign also:

- Grew the sales pipeline by 22% for its top six industries

- Increased average time on site by more than eight minutes

- Boosted page views by over 300%

- Decreased the bounce rate from an average of 35.3% to only 13.5%

- Tripled the click-through rate on DocuSign.com with industry-relevant calls-to-action

To maintain its position as a market leader and The Global Standard for eSignature®, Docusign relies on Demandbase to power its Account-Based Marketing strategy and programs. For DocuSign, the Demandbase platform improved prospect and customer engagement, increased conversions, and produced measurable results that show how its marketing spend drives revenue from the companies most likely to become customers.

Personalized ads target companies in key verticals

Personalized ads address targeted companies by name

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