



# INFORMATICA INCREASES CONVERSIONS BY 250%



**65%**

decrease in form fields

**250%**

increase in  
conversion rates

**600%**

data improvement within  
their Eloqua Marketing  
Automation System

## THE CHALLENGE

Informatica Corporation is the world's number one independent provider of data integration software. Thousands of enterprises worldwide depend on Informatica data integration, data quality, and big data solutions to access, integrate, and trust their information assets residing on premise and in the Cloud. Informatica leverages their website to generate leads for their enterprise sales team through form conversions. The team used forms throughout their website for asset downloads, contact us forms, and to address other inquiries. Because the information from these forms was used for multiple purposes, such as lead routing, scoring, and market segmentation, the Marketing team wanted as much information as possible from their web visitors to build the most comprehensive profile possible.

The team regularly measured and analyzed their website conversion rates and wanted to further strengthen form conversion, decrease abandonment and improve on inaccurate data submission.

The team postulated that the length of their forms might have compelled the users to either abandon the forms or enter incorrect data to complete the form process. They began to search for solutions that could optimize their forms by reducing the number of form fields without sacrificing the data they needed to enhance their marketing database.

## THE SOLUTION

The marketing team evaluated Demandbase Forms, integrated within their Eloqua instance, to shorten their forms without sacrificing any of the data they would normally capture. With Demandbase, they learned they were able to pass up to 45 account attributes, such as industry and audience, straight into Eloqua on the back end. With this capability and information, they were able to shorten their forms by eliminating fields that were already populated through Demandbase.

The team also learned that Forms would help standardize the data within Eloqua and also mitigate erroneous data entered through their existing auto-complete feature.

Integration and implementation of Demandbase Forms with Eloqua was smooth and enabled the team to quickly realize the impact of the solution. The team implemented three optimized core form templates across their website and measured the impact.

## THE RESULTS

The marketing team saw a dramatic improvement on their form conversion rates. Prior to Demandbase, the team delivered key event registration forms with 17 fields and relied on the visitors to fill in the data accurately. With Demandbase Forms, they leveraged Demandbase's best practices and reduced the form to 6 fields. The impact was astounding, resulting in a 100-250% improvement in conversion rates across the board.

In addition to experiencing higher conversions, the team also continued to build their marketing database with standardized and completed data. For example, the industry field - key for segmentation - increased by 600% within their marketing system.

### Old Form

**Yes, please send me this white paper.**

Thank you for your interest in Informatica. Please fill out this form and we will email you the white paper.

Note: \* indicates required fields

Salutation:

\* First Name:

\* Last Name:

\* Email:

\* Company:

\* Job Title:

\* Level:

\* Primary Responsibility:

\* Division:

\* Address 1:

Address 2:

\* City:

\* State / Province:

\* Country:

\* Postal Code:

\* Telephone:

\* Planning a data integration/ quality solution:

### New Form

**Yes, I'd like to receive this white paper.**

Thank you for your interest. Please fill in this form and we will email you the link to the white paper.

Note: \* indicates required fields

\* First Name:

\* Last Name:

\* Email:

\* Company:

\* Job Title:

\* Telephone:

## NEXT STEPS

Armed with the success of Demandbase Forms to enhance their forms, the team began to investigate how Demandbase could improve their other existing marketing technologies.

Informatica recently went through a complete overhaul of their website, and included Demandbase Website Personalization as part of the redesign. Three sections of their home page are now personalized by industry, powered by Demandbase.