



DEMANDBASE

# IRON MOUNTAIN BOOSTS TARGET ACCOUNT ENGAGEMENT AND CONVERSIONS



**120%**  
increase in engagement

**219%**  
increase in conversions

**78%**  
lift in page views  
for target accounts

## THE CHALLENGE

### ATTRACT, ENGAGE AND CONVERT TARGET ACCOUNTS

Iron Mountain, a leading provider of storage and information management services, helps organizations lower storage costs, comply with regulations, recover from disaster and better use their information for business advantage. As a B2B company, Iron Mountain faced three main challenges with its digital marketing.

- Reaching target accounts effectively with display advertising and push them to its website
- Identifying target accounts on its website and engage them with relevant content
- Increasing conversion rates

## THE SOLUTION

### ACCOUNT-BASED MARKETING WITH DEMANDBASE'S END-TO-END PLATFORM AND CONSULTING SERVICES

To determine its targeting and personalization strategy, Iron Mountain implemented the Demandbase platform with partner solutions in a phased approach. The Demandbase solution included:

- **Display advertising to drive target accounts to its website.** To reach targeted accounts not visiting its website, Iron Mountain added Account-Based Advertising. "This allowed us to put specific messages in front of just the companies we're interested in," explains Tom Berger, director of internet marketing for Iron Mountain. "Then we can bring them to our website and engage them."
- **Targeted content for increased engagement.** Iron Mountain implemented A/B testing with Optimizely to measure engagement with targeted content for companies in specific verticals that also met its size and location criteria. "Optimizely shows the power and the results of Demandbase," says Berger.
- **Shorter web forms for increased conversion and quality data.** With Demandbase Forms, Iron Mountain captured much more data even though it reduced the number of form fields from 16 to 12. "All of the available data on a company is collected and passed back using Demandbase Forms into Eloqua and ultimately to Salesforce," says Berger. "It's amazing what it will do."

- **Greater visibility into target account engagement.** Iron Mountain fine-tuned its targeting and personalization strategy by integrating Demandbase Web Analytics with Google Analytics. This integration provided greater visibility into how companies of varying sizes and in different industries interacted with its content. It also identified which target accounts were visiting the Iron Mountain website and how the conversion rates of small to medium-size businesses differed from those of enterprise companies. “Looking at Demandbase Web Analytics, we can make better content decisions to support content marketing efforts,” observes Berger.
- **Increased insight with Demandbase Consulting Services.** Iron Mountain also worked with the Demandbase Consulting team to extract the right data from its content management system and put it into Google Analytics. With dashboards developed by Demandbase Consulting, Iron Mountain can provide metrics to the inbound team so it can see what content is attracting people to the website, how it’s engaging visitors and which content most influences conversions. “It’s nice to work with a team that understands Google Analytics very well and has the insight and background on all the value that Demandbase provides with their integration,” comments Berger. “That’s really where the power is.”

## THE RESULTS

### INCREASED ENGAGEMENT, CONVERSIONS AND DISPLAY ADVERTISING LIFT

Demandbase delivered outstanding results for Iron Mountain. “Our first test with Demandbase, which targeted healthcare, showed a 120% lift in engagement,” Berger exclaims. “If you display the right message to the right person at the right time, good things happen.” In addition, Financial Services showed an engagement lift of 115%. Other results included:

- 219% increase in conversions while capturing more and richer data
- 78% lift in page views and a 36% lift in company engagement with Account-Based Advertising



**Targeted healthcare content increases engagement 120%**



“Over the past year with Demandbase, our web lead volume has more than doubled. Everyone in sales and marketing knows Demandbase. Now they want to know how can we do more.”

*Tom Berger  
Director of Internet Marketing  
Iron Mountain*