COMPANY:	BMI Research
INDUSTRY:	Information services
SIZE:	350+ team members serving the majority of Fortune 500 Companies
USE CASE:	Marketing tool integrations to increase conversions and reduce bounce rate through website homepage personalization

FunnelEnvy

Homepage Conversions Powered by FunnelEnvy

How BMI Research, a global research firm, personalizes their homepage and content recommendations for first-time site visitors

Key Results

BMI Research
A **Fitch Group** Company

> 25% increase in conversion + doubled traffic

> More Salesforce leads than ever before

> Personalization on bmiresearch.com for brand-new site visitors based on 3rd-party data

> Integration of best-in-class marketing tools like Marketo, Optimizely, and idio

Backstory

BMI Research provides macroeconomic, industry, and financial market analysis for global brands, financial institutions, governments, and business schools. Joint CMO and CTO Jon Ewing led the charge in an initiative to convert more bmiresearch.com visitors into leads, using marketing automation and optimization tools.

He focused on reducing bounce rate for first-time visitors to the BMI Research website. BMI Research creates content for 24 industries, and multiplies these focus areas by 200 countries. Needless to say, they have a lot of content. It can be difficult for a site visitor to understand whether BMI Research has reports that are relevant to them. So they leave.

Ewing set out to find a way to bring the right content in front of brand-new visitors. "We have so much content, how do we target it, how do we understand it, how do we make sure we bring the right content in front of the right people, and define that value exchange for our potential client base," he said.

He had been using Optimizely for site optimization, and knew it had the personalization capabilities to tailor the homepage experience to a new visitor's industry. But in order to do so, BMI Research needed to supply it with third-party firmographic data to about the user's company and industry so it could trigger the right creatives.

More broadly, they also needed their suite of independent marketing technologies to start communicating with one another. They used Optimizely for site optimization, Marketo for funnel development, and planned to use idio for content recommendatinos. Ewing needed to link these tools and supply them with the same firmographic data so they could work in concert to create a sticky experience for first-time site visitors.

Outcome

BMI Research engaged FunnelEnvy to connect their marketing technology tools to create a holistic, end-to-end marketing system on bmiresearch.com. FunnelEnvy also built the capability to trigger homepage personalizations based on third-party data.

They chose FunnelEnvy for their keen understanding of the marketing technology space and their interest in being a true partner for BMI Research. "They very, very quickly understood what we were trying to solve," said Ewing. "The line blurred between FunnelEnvy as a vendor, and FunnelEnvy as one of the team who just wanted to help us drive these problems"

Site personalization with third-party data on first-time visitors

BMI Research initially couldn't personalize their homepage for first-time visitors because they didn't have any information on them, and FunnelEnvy solved this "stranger problem." They integrated a source of third-party firmographic data so that BMI Research can now automatically infer a site visitor's company and industry. This triggers Optimizely, which changes the creative on the BMIresearch.com homepage to reflect images from the visitor's industry.

"The first time someone ever comes to our website, we know nothing about them, but FunnelEnvy can say, 'we think they work for AstraZeneca, or we think they work for British Petroleum, or we think they work for Ford,'" said Ewing.

If FunnelEnvy infers that a visitor is from Ford, Optimizely changes the homepage to show images of cars for the automotive industry, rather than, say, an oil rig or a dam.

"Suddenly, on that very first visit to our website, we can begin to change it to look like something that's going to be more interesting to people, even if we know nothing about them at all. This is a huge competitive advantage for us, where we have such a broad customer base as we do."

> "One of the great delights I've had in the 18 months of being in this job is that both idio and FunnelEnvy jumped up and said, yep, we totally get that, and worked together completely behind the scenes to integrate their products."
>
> *Jon Ewing, CMO and CTO, BMI Research*

Content recommendations based on a visitor's industry

FunnelEnvy also integrated with idio, a content recommendation engine that BMI Research implemented to tame its content base by showing a visitor relevant links to reports. Once FunnelEnvy infers a new visitor is from Ford, it tells idio to serve up content that people in the automotive industry generally find interesting. So now, bmiresearch.com can show the creatives and content that are most appealing to each first-time visitor.

Connected, best-in-class marketing tools

Marketing technology is more important than ever for companies that rely on web traffic to generate leads. Some companies choose to use end-to-end solutions from Adobe and IBM that cover the full marketing funnel in a coordinated effort. The downside? These solutions are expensive and marketers can't pick and choose the tools they prefer -- the suite is all or nothing.

BMI Research uses their own selection of independent marketing technology tools, like Marketo, idio, and Optimizely, which allows them to use best-of-breed services in every category. The trouble is that they don't talk to each other out of the box.

FunnelEnvy now connects these tools to create one holistic, integrated marketing system on bmiresearch.com, with services working in concert to create a tailored experience for new users. And it works: their pipeline has the leads to show it.

> "What does it mean for our business? **Conversion rates have gone up more than double** since we've been using FunnelEnvy's technology. We're driving more leads through into Salesforce than we ever have before."
>
> *Jon Ewing, CMO and CTO, BMI Research*

Visit **www.funnelenvy.com** to book a personalized demo.