

COMPANY:	Optimizely
INDUSTRY:	B2B Software as a Service (SaaS)
SIZE:	\$146.2M funding; 350+ team members
USE CASE:	Account-based marketing and site personalization to acquire strategic customers



Account-Based Personalization Delivered by FunnelEnvy

How Optimizely, a website optimization platform, personalizes its site to convert strategically targeted customers

Key Results from Using FunnelEnvy

- > Two new site personalization mechanisms on Optimizely.com
- > Increase in site engagement and new account creations
- > Recognition as an innovator in account-based marketing
- > Enhancements to processes, technologies, and campaigns built in-house



Backstory

Optimizely is a website optimization platform that lets companies A/B test and personalize their websites and mobile app experiences. Founded in 2009, Optimizely has raised nearly \$150M in funding and serves over 6,000 customers.

As the company shifts upmarket, they are adopting an account-based marketing (ABM) strategy to convert highly qualified, valuable leads. They focus on a pre-defined shortlist of target companies and preferred industries, and create innovative personalized marketing experiences for the decision makers at those companies, like the VP of Marketing or Head of Optimization. Optimizely has built a series of personalization campaigns and technologies in-house, including the ability to change its website background for target companies and implement location-based personalization tech. The company's goal is to create flexible experiences and messaging that is tailored to specific visitors based on geography and demographics.

"We're eating our own dog food, sipping our own champagne, and we get to see what does work about our product and what doesn't work about our product," said Steve Ebin, Optimizely's Head of Online Marketing.

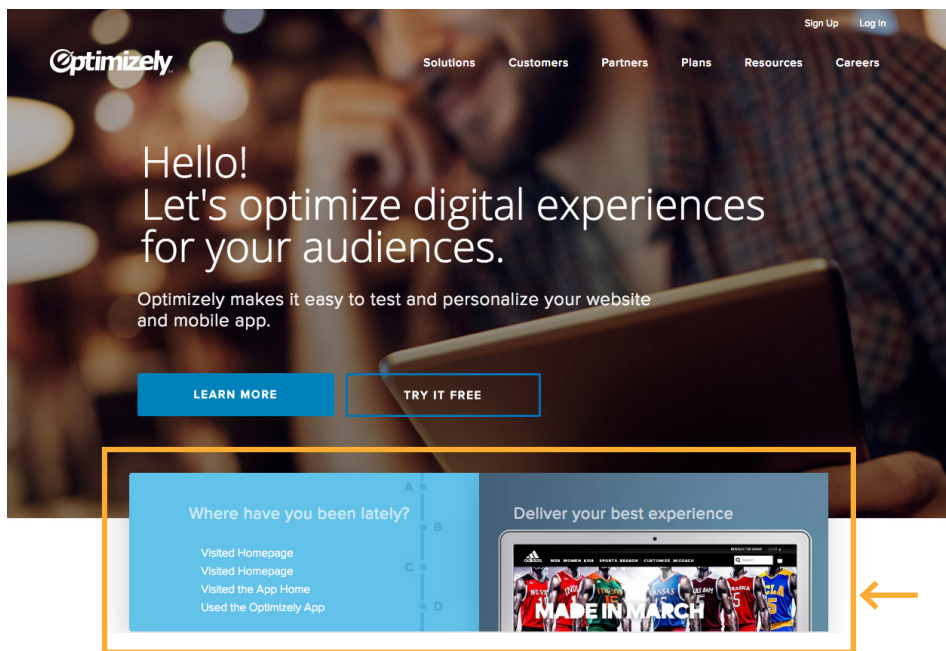
Optimizely focused on six ways to personalize Optimizely.com, but their marketing team didn't have the in-house resources to implement all of the campaigns.

Outcome

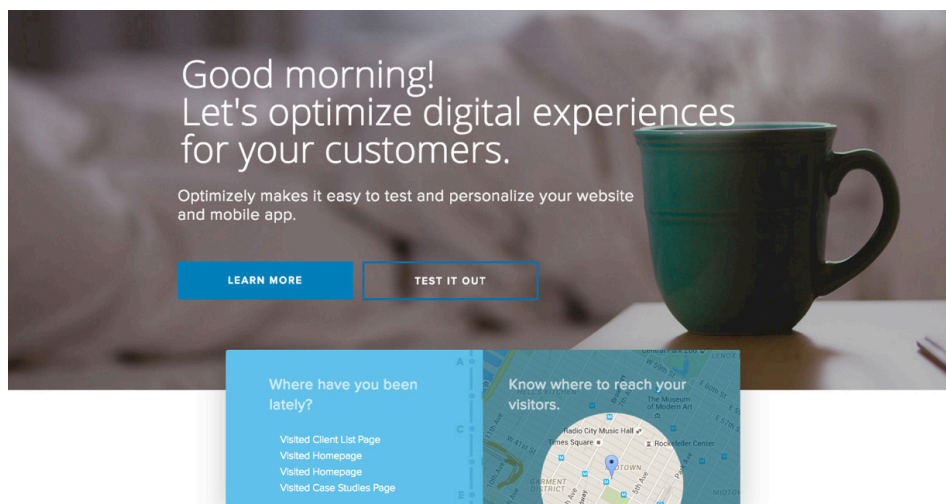
Optimizely engaged FunnelEnvy to complement in-house initiatives and build out a series of personalization programs for the Optimizely.com website. “I needed to choose an agency that I trusted, that had a good reputation and a close relationship with Optimizely,” said Ebin. FunnelEnvy created automatic tools for geographical personalization and creative personalization based on the visitor’s company.

Website Screenshots

FunnelEnvy built a tool that displayed a screenshot of the customer’s website upon the first visit to Optimizely.com. And if the website visitor was not yet a strategic customer, he or she would see the screenshot on the second visit.



This integration incorporated third-party data that let Optimizely extract the URL of a target customer’s website based on the IP address of the site visitor, then automatically extract a screenshot to use as a background.





“FunnelEnvy built us this cool tool that shows a screenshot of our target customer’s website on Optimizely.com,”

–Steve Ebin, Head of Online Marketing, Optimizely

Enhancements to Existing Personalization Efforts

The second FunnelEnvy campaign was a personalized map with a pin at the site of the visitor’s geographic location. “If they’re a target customer, it shows a Google Maps image of where they’re located,” Ebin said. For example, if the VP of Marketing of Adidas North America visited Optimizely.com, they would see the Adidas office on Greeley Avenue in Portland, Oregon. The automatic integration used tools like the Google Maps API and third-party data provider Demandbase.

This effort was a part of Optimizely’s larger personalization initiative to target audiences with behavioral and location-based data. The end goal, across all of these strategic programs, is to be attentive to each individual website visitor’s needs.

Increased Site Engagement and Recognition for Innovation

Optimizely’s site personalization efforts showed positive quantitative results from an A/B test between the original Optimizely.com and the new version with five personalization mechanisms—three developed by Optimizely and two developed collaboratively with FunnelEnvy. Across these combined efforts, Optimizely saw a statistically significant uplift in people who began the new account creation process, click engagement, and visits to the Solutions page, a key page on Optimizely.com that explains what the platform does.

They also received enthusiastic qualitative feedback via email and recognition on Twitter for their innovative personalization implementations. Site visitors were excited to see a screenshot of their site on Optimizely.com, marveling that Optimizely seemed to know who they are without asking directly. “People are amazed that this is even possible,” Ebin said.

The implementations also help the sales team sell Optimizely because they demonstrate the powerful personalization tools in action. “During our sales process, we can say, hey, you can do this too because we can do it. The proof is in the pudding.”

Now that Optimizely has a new, personalized homepage in place, with A/B tests to verify its positive impact on conversions, Ebin’s team is ready to iterate and introduce more conversion optimization techniques to continually improve their marketing engine.

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