



CASE STUDY

HOW FUNNELENVY HELPED TIBCO GENERATE A 5% ANNUALIZED INCREASE IN WEB CONVERSIONS

39%

Win rate on experiments CRO tests

+5%

Annualized increase in overall conversions

+20%

Increase in contact sales form requests



"Thanks to FunnelEnvy's carefully crafted strategy, we have a level of alignment throughout the company that I'm really excited about."

TIM NOBLE,

Growth Marketing Manager, TIBCO

TIBCO

TIBCO Software Inc. is a global leader in enterprise data, empowering its customers to connect, unify, and confidently predict business outcomes, solving the world's most complex data-driven challenges.

HIGHLIGHTS

CHALLENGES

- Dedicate additional resources to conversion rate optimization
- Need to implement a more unified conversion rate optimization strategy
- Speed up time to identify and fix gaps in their funnels

SOLUTION

- A valuable conversion rate optimization partner
- Using a revenue-driven approach to optimizing funnels
- Across the board website testing and optimization with 25 campaigns/year

RESULTS

- 39% win rate on experiments
- +5% increase in annualized conversions
- +20% increase in contact sales form requests

CHALLENGES

TIBCO wanted to implement a new funnel and conversion rate optimization strategy

As a growth marketing manager for global software company **TIBCO**, Tim Noble understands the value of website conversion rate optimization. But as part of a busy team with many different responsibilities, Tim needs to prioritize where internal resources are used.

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“Where we stand right now as a company, an optimization platform without a partner to help manage it would not be as valuable to us,” Tim explains. “We were seeking the right team to help us get the job done.”

TIBCO had robust analytics in place, but Tim knew they were not able to invest the cycles to identify all the insights and opportunities in the data.

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“We didn't have a unified conversion rate optimization strategy,” he says. “We needed a partner that would help us better identify some gaps in our funnels.”

With the right partner, TIBCO could create a holistic conversion rate optimization strategy that would include analyzing their website's performance, identifying areas for improvement, and A/B testing their hypotheses. All they needed was an agency with the right approach to conversion rate optimization to help them get started.

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SOLUTION

Finding the right partner for website conversion optimization

TIBCO started working with FunnelEnvy in 2018, and Tim took over the partnership from the TIBCO side soon after, when the original project owners left the company. Right away, he was impressed with FunnelEnvy's efficient organization.

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“James and Arun at FunnelEnvy have a lot of solid ideas about conversion rate optimization that made it really easy to get on board,” Tim says. “Everything is very organized on their side, with Trello cards and overall good project management. That, combined with their strong approach to conversion rate optimization, made it easy to get started.”

Tim gave FunnelEnvy guidelines on what they were hoping to improve, as well as some internal goals and KPIs they were working on.

From there, FunnelEnvy came back with three strategies: guiding relevant users through a more optimized revenue funnel, delivering a stronger “Why TIBCO?” message, and helping visitors do their jobs by completing specific website tasks. Then, Tim and FunnelEnvy worked together to create a roadmap of projects to begin testing.

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“They design the experience, build it in their optimization platform, test it, and share the insights and learnings as well,” Tim says. “Thanks to FunnelEnvy's carefully crafted strategy, we have a level of alignment throughout the company that I'm really excited about.”



In 2020, FunnelEnvy and TIBCO launched 26 campaigns, including 23 A/B tests and three personalized experiments, targeting many different areas of the website. Tim highlights three changes in particular, each related to one of their three main strategies:

- Splitting the user flow earlier on their Contact Us page to funnel qualified users directly to sales.
- Adding social proof and key product benefits to the TIBCO Cloud product trial form pages.
- Personalizing the offer and CTA to each visitor on the Jaspersoft product site.

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“I’m excited about the experiments that they have run for us, we have had some really strong results,” Tim says. “Their philosophy and their suggestions have been extremely valuable in showing us where our weaknesses are and what potential customer experiences could be improved.”

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RESULTS

A 39% win rate on optimization experiments—and +5% annualized increase in conversions

At their 2020 end of year review, TIBCO has seen a 39% win rate on conversion rate optimization experiments—higher than the industry average of 30% or their own 2019 success rate of 35%.

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“FunnelEnvy has definitely brought conversion rate optimization to the forefront for our company,” Tim says. “Once we saw where the conversion rates were dropping off, we were able to fix the small gaps in our funnels.”

Changing the Contact Us generated a 20% increase in sales requests on that page, and the changes to the TIBCO Cloud and Jaspersoft pages led to a 6% and 9% increase in conversions, respectively. Tim credit’s FunnelEnvy’s growth philosophy for the positive results.

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“Their strategy is really focused on optimizing for offers, defining funnels that visitors follow and really optimizing those funnels, instead of taking a scattershot approach to page conversion rate optimization,” Tim says.

Overall, the changes TIBCO has made with FunnelEnvy have led to a 5% increase in annualized conversions. Tim is thrilled with the results.

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“I think the FunnelEnvy team does a great job,” Tim says. “And I envision them becoming an even larger part of our demand gen and web strategy.”

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WANT TO DELIVER BETTER EXPERIENCES FOR YOUR CUSTOMERS AND OPTIMIZE YOUR REVENUE?

Get started with FunnelEnvy today.

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