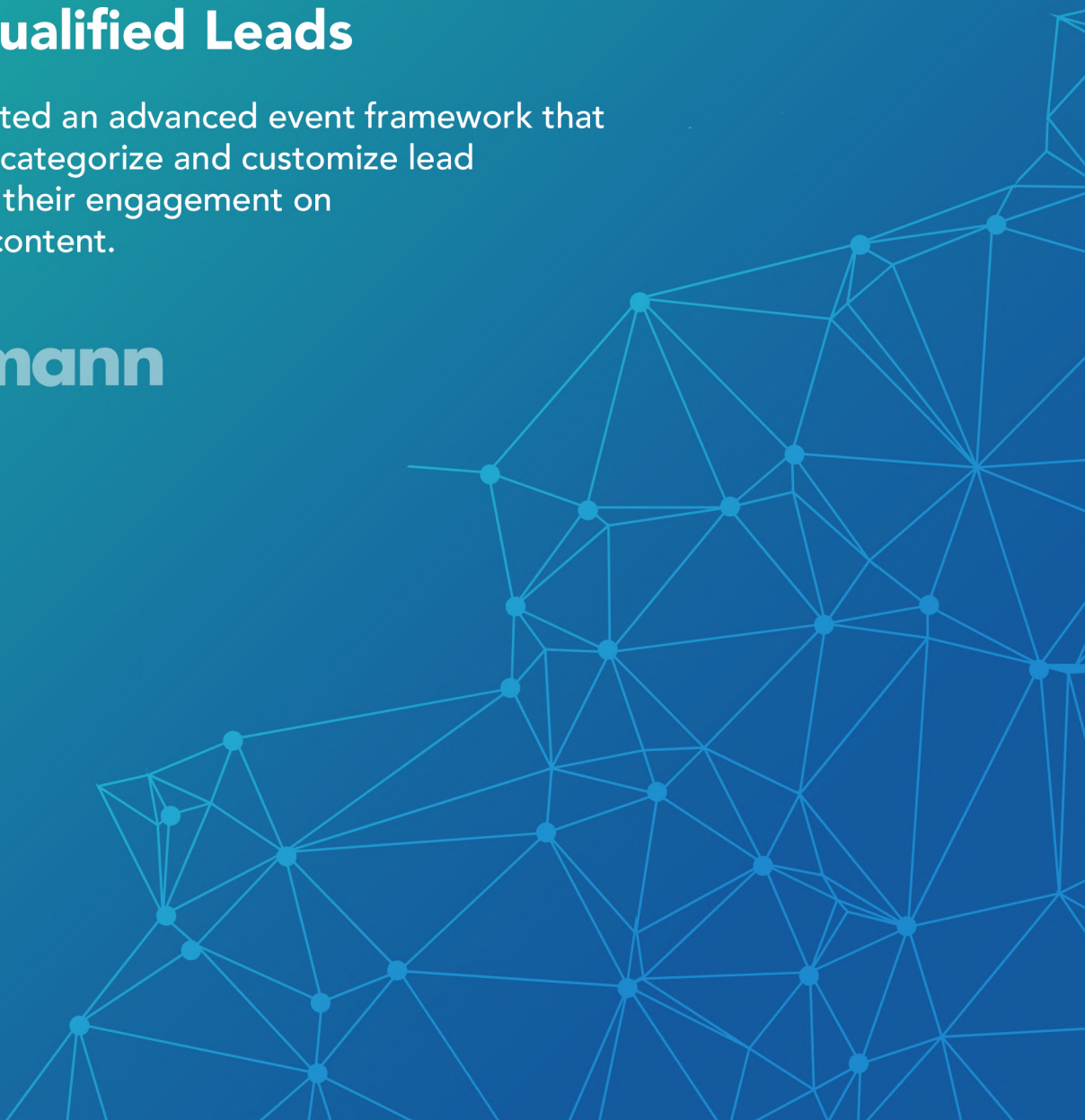


HASHOUT

Case study

How Straumann's Digital Marketing Team Turned Campaign Insights into Well-Qualified Leads

Hashout implemented an advanced event framework that helped Straumann categorize and customize lead followup based on their engagement on various campaign content.



The Lead Gen Game has Changed

Customer behavior has changed. Long gone are the days when uneducated buyers expected to talk to sales to learn about a product or service. Your website empowers customers to educate themselves about your product or service well before they even consider talking to your sales team.

And as a result, the expectations sales places on marketing have changed too. Sales teams expect well-qualified leads that are primed for conversion. But how do you move from basic website metrics to qualifying leads? The key is to understand when, how, and where users interact with your site, and the value those different interactions represent.

Hashout recently helped Straumann's Digital Marketing team do just that, creating a sophisticated lead scoring matrix based on customers' online behaviors. And we can help you too! Best of all, it won't require an expensive marketing automation platform; in fact, you may have all the tools you need already.



Basic Analytics Won't Cut It

Before engaging Hashout, the team at Straumann relied on basic Google Analytics data to understand how many visitors came to their landing pages, how long they stayed, and to some extent, what they clicked on. You might be able to match the visitor to an organization that fits the profile of a potential customer. But a visit alone is not enough to indicate a strong interest.



“In a digitally driven organization, we need more than digital vanity metrics.”

Straumann

Google Analytics



HASHOUT EVENT FRAMEWORK FOR LEAD SCORING



Number of visits

Duration of a visit

Visitor clicks

Section engagement

Video percent complete

Form progress and completion

Identify sessions

GOAL

Straumann needed a deeper understanding of who visited their site and how they engaged with their content - things like video plays, scroll depth, and form completion. They could then assign values to those interactions and build a lead scoring matrix.

For example, if a user watched 90% of a video, that's a much stronger indication of their interest than if they only watched 10%. A user who watches a video then begins completing a lead capture form is exhibiting even more interest.

Google Analytics may be able to tell you how many people clicked on the video and landed on the form, but it won't be able to distinguish the quality of leads between the user who watched 90% and filled out most of the fields vs the one who watched 10% of the video and quickly abandoned the form.

With Hashout's event framework and scoring logic, Straumann was able to create a seamless alignment between marketing and sales.

A white double quote icon inside a light gray circle, positioned at the top of a large, light gray, rounded rectangular background that contains the quote and the name Straumann.

“Understanding how visitors interact with our content is the first step to provide highly qualified leads to our field.”

Straumann

How Hashout Helped Straumann Build a Lead Scoring Matrix

The foundation of Hashout's solution is a custom event framework that helps you identify who is visiting your site and to track specific activities users engage in. Hashout can then help you build reporting on top of these events, apply scoring logic, and generate a list of well-qualified leads to provide to sales. Best of all, as your content and customers evolve, you can create and modify events on your own to ensure you are scoring leads correctly.

For the Straumann team, Hashout set up an API to send event data from the website to a database in Microsoft Azure Cloud. The Straumann team was then able to access the data with PowerBI to generate reports. It's possible to capture events for just about every type of interaction a user can have with your site, but some of the most critical to capture are:



Visits and duration



Page component impression based on on-screen duration



Interactions, like following links, expanding carousels, etc.



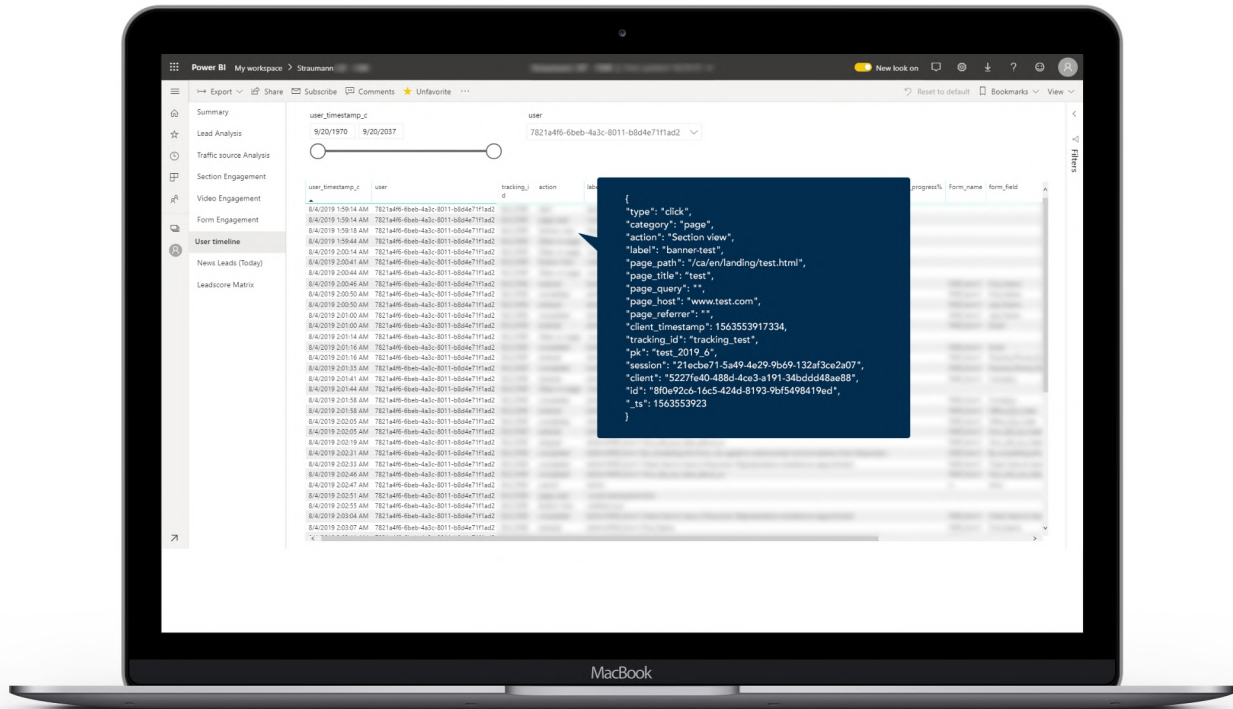
Video starts, stops, and percent complete



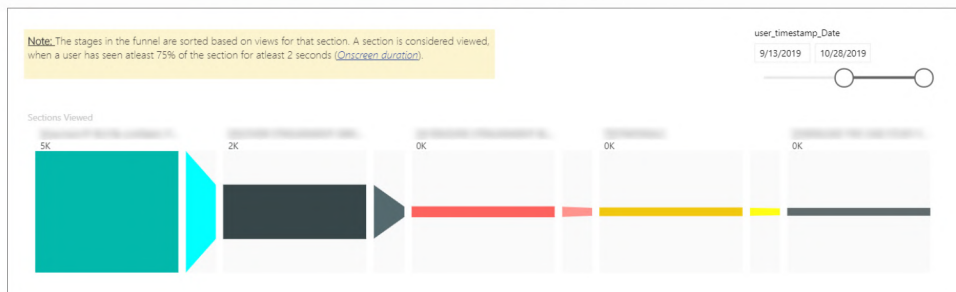
Form field selections and form submissions

ACTION

In the example below you can see what is captured in a section view event and how that is transformed to an engagement funnel in Microsoft PowerBI.



Section view engagement funnel



With this data in hand, Hashout and Straumann worked together to assign values to each activity. These values were then calculated into a lead score, and then ranked as "cold", "warm", or "hot". This helps sales focus their efforts.

With Hashout, Deliver Better Leads and Drive More Revenue

Traditional web analytics through products like Google Analytics no longer meet the needs of digital marketing teams who need to provide qualified leads to their sales organization.

Hashout helped Straumann build a lead scoring matrix based on understanding user behaviors and interest through their website interactions.

This data is helping Straumann build a conversion funnel that keeps sales focused on right leads who are willing to take the next step toward conversion.

And qualified leads mean more revenue! Hashout can help you too!



“Hashout did a great job capturing all the functions we were looking to have in the solution.

I will highly recommend Hashout to any organization looking for a complex data tracking/reporting project.”

Ahmed Badreldin
Digital Marketing
Manager at
Straumann Group



About Hashout

We help customer-centric companies deliver impactful digital experiences at scale. With experience in implementing transformational projects around the world, our team is the best-in-class to take your innovative ideas from concept stage to the successful launch they deserve. Be it end-to-end product development or working on specific modules (such as DevOps Automation and Front End Design), we act as your extended engineering team to accelerate product development.

Digital Experience, Analytics and Support are our core practice areas and we have built an exceptional reputation and talent on all three of them.



salesforce



We are also an **Adobe Partner** and **Salesforce** expert and can help you maximize the return on investment from your Adobe Experience Manager and Salesforce implementation.

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