



DNN Corp

DNN Uses Ignite's Infer® Solutions for Predictive Scoring to Improve Volume and Quality of Marketing Leads and ROI of Marketing Programs.



DNN Corp. is the steward of the DNN open source project, a web content management system and application development framework for building web sites and web applications on Microsoft .NET.

Company

DNN Corp

Headquarters

San Mateo, CA

Systems

Salesforce, Marketo,
Bizible, DNN Evoq

Infer Products

Infer Predictive Scoring
[Fit and Behavior Models]

Business Challenge

DNN Corp. is a content management software provider that works with customers of all sizes – from government agencies like the U.S. Department of Defense, to associations, universities, banks and technology companies. Its marketing organization's primary goal is to fill the top (awareness) and bottom (consideration) of the lead funnel with quality leads for sales. Before Infer, the team scored leads from its various inbound and outbound marketing programs using Marketo's basic points-based scoring tools.

This unscientific methodology made it challenging to identify Marketing Qualified Leads (MQLs) for sales to focus on, as well as to accurately measure quality across DNN's various paid and social media lead sources. The company wanted to leverage the latest predictive analytics and machine learning technologies for a more sophisticated approach to lead gen and evaluating marketing investments.

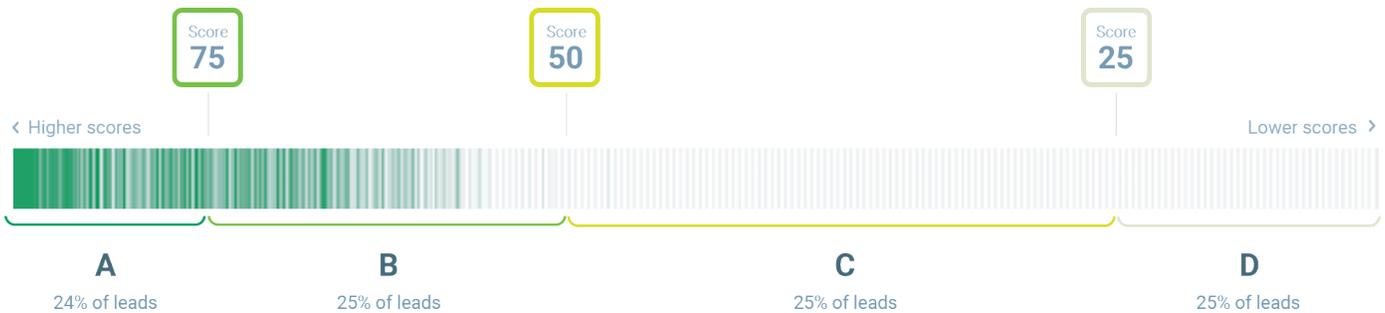
The Solution

After comparing a variety of the predictive scoring options on the market, DNN chose the Infer platform for its open architecture and ease of implementation, as well as for the team's top-notch data science expertise. Within a week, Infer was seamlessly integrated as an intelligence layer across the company's sales and marketing technology ecosystem, including its own CMS platform (called DNN Evoq), as well as Marketo marketing automation, Salesforce CRM, and Bizible for multi-channel lead attribution.

Infer Predictive Scoring now mines DNN's historical customer data, pulls in thousands of external signals from the web, and uses advanced data mining and modeling to produce an objective, data-based prediction of how well each lead matches the company's ideal customer.

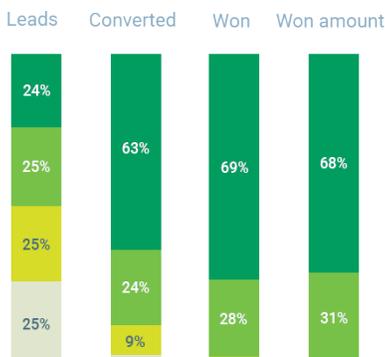
"As a marketing team, we do a great job of filling the top and bottom of the lead funnel, but needed a way to elevate DNN's most valuable leads, rather than throwing everything over the wall to sales. Infer helps us focus on the 'best' leads – those who look most similar to our existing customers, as well as those exhibiting strong indicators of buying interest – and as a result, we saw a 25% increase in overall conversions in just our first month on the platform."

Franck Ardourel
 Director of Marketing
 DNN Corp.



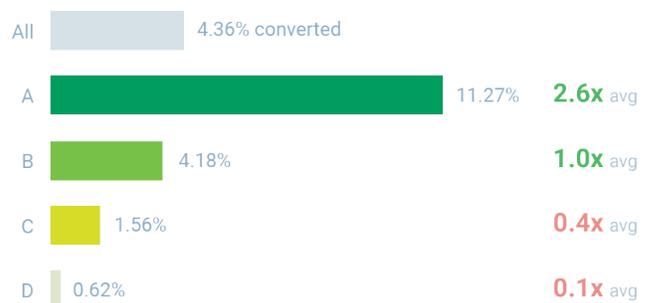
Sales Funnel

Breaking down leads by bucket at each stage of the sales funnel: "A" and "B" leads together make up 50% of all leads, but represent 88% of converted leads.



Converted Rate

Leads are converted 4.36% of the time. "A" leads are converted 2.6x as often on average, and 18.3x as often as "D" leads.



Filter Out the Noise and Build More Pipeline

The marketing team used the new Infer fit scores to rework DNN's definition of an MQL, and now they can easily find the highest revenue potential leads for the sales team to prioritize.

As a result, the company has seen a 25% jump in lead-to-opportunity conversions, with a 75% jump in conversions to MQLs for its top group of Infer-A Leads.

In addition, by connecting data from both Infer and Bizible, DNN's marketers have gained clear visibility into which sources and channels generate the highest quality leads and can fine-tune their marketing mix to increase ROI. Most recently, DNN adopted Infer's state-of-the-art behavioral models, which incorporate the full spectrum of activity signals from Marketo to produce accurate predictions about which leads are likely to make a purchase within a set time frame.

Results/Benefits



"Infer has truly mastered predictive analytics, especially lead scoring, and its team works hard to help us grow our business. We got started with predictive scoring in only one week and have since increased the overall volume and quality of MQLs that marketing delivers to sales, while also improving the ROI of our marketing programs across the board."

Franck Ardourel

Director of Marketing, DNN Corp.



✓ Infer Predictive Scoring helped the marketing team identify the leads most likely to convert to customers.

✓ By improving sales prioritization, the company significantly increased its new business opportunity conversion rates.

✓ DNN optimized its lead gen acquisition programs in order to consistently produce higher quality leads and increase ROI.

About Ignite Technologies

Founded in 2000, Ignite is a privately-held company and a member of the ESW Capital group of companies. Since it was reinvented on the heels of a senior management change in 2013, the Company's mission is to help customers Ignite the power of their workforce to drive better business performance. Ignite leads all its efforts with a sharp focus on a simple but challenging objective – 100% Customer Success – measured through the achievements of its customers. The Company launched its innovative, new Ignite Prime program in 2017 delivering free enterprise software to its licensed and supported customers. For more information on Ignite's solutions and innovative Prime program, visit www.ignitetechnologies.com.