



WHAT'S WORKING IN DIGITAL EXPERIENCES?

Organizations Drive Engagement With
Personalization, Emotion & Data

INTRODUCTION

As buyer preferences evolve for more independence in their buying journey, the B2B industry is embracing the digital age to provide customers with wholly immersive behind-the-screen experiences. In fact, [Gartner research](#) found that 89% of brands prioritized customer-facing digital experiences in 2021 — and that number is only predicted to grow.

But despite widespread adoption, the [same Gartner report](#) indicated that 58% of customers said a brand's digital experience did not impact their purchasing decision, primarily because there was little to no differentiation between brand experiences. However, companies that do master digital experiences can see a more than a third of improvement in brand preference and a 54% increase in behavioral advocacy.

"A big misconception about creating digital experiences is that you need a large budget and infinite resources to effectively execute them," said Brittany Guidetti, Senior Growth Marketing Manager at [Intelligent Demand](#), a full-service B2B revenue growth agency. "B2B marketers can still create effective, meaningful interactions with their audience without breaking the bank. We just need to be willing to think outside the box and get creative with what we have."

To help B2B marketers push the limits of their digital experiences and diversify their offerings, this special report includes expert advice and real-world examples to help uncover:

- How marketers can go beyond superficial buyer personas to deliver emotive, impactful and personalized experiences;
- Buyers' online content preferences and how to take assets from static to experiential;
- The foundational role of data in shaping effective digital experiences; and
- Best practices for leveraging technology to facilitate better digital experiences.



DELIVERING PERSONALIZED DIGITAL EXPERIENCES

According to [Forrester data](#), **62%** of B2B buyers say they can set selection criteria or finalize a vendor list based on digital content alone. With digital experiences playing such a critical role, grabbing — and keeping — buyers' attention is more vital than ever. Personalization can help your organization stand out.

"Over the past few years, I've seen companies really prioritize personalized and relevant digital experiences to their audience," said Guidetti, explaining that marketers' widespread embrace of account-based marketing (ABM) programs has accelerated this trend, as ABM is fundamentally more personalized to each account.

But today's successful marketers take personalized digital experiences beyond the account level. Even within 1:1 marketing, there's room for improvement in how marketers engage with prospects. B2B marketers tend to focus too much on the educational aspect of content and not enough on emotion, said Jaycen Thorgeirson, founder and CEO of ABM agency [UviaUs](#).

“Are you taking a surface-level, persona-based approach to your audience, or are you considering them as individuals?” said Thorgeirson. “Authenticity and vulnerability are key in marketing communications today. Lean into that opportunity to be more vulnerable and real.”

Gamification can help solve the challenge of personalization at scale, supporting 1:1, 1:few and 1:many ABM programs, added Michael Taylor, Senior Rev Tech Director at **Agent3**, a global ABM services and technology agency. The use of **gamification in B2B marketing** has “exploded” over the past few years, Taylor noted — and for good reason.

“ABM engagement games are easy to play, easy to scale and highly shareable,” Taylor explained. The experience can be gamified through a leaderboard, helping the organization to understand influencer groups within the account. Engagement metrics and scores can be synced back into any tech stack and used to inform future content.

Proof Point

Dell was challenged with educating partner salespeople on its virtual workstation experience so they could make a compelling sales proposition. The company turned to Yeager Marketing to help develop a website with five interactive work-from-home (WFH) stations, each targeting a different user persona and offering fun and engaging incentives to explore the products. Visitors also received access to content, training videos and enablement materials.

Through the joint effort, the campaign delivered:

- 741 site registrations;
- 5,800 sessions;
- 17,839 page views; and
- 1:54 average time on page.



IDENTIFYING THE **DIGITAL EXPERIENCES** THAT BUYERS PREFER

Feeling overwhelmed at the thought of designing digital experiences? “A common misconception is that an effective digital experience has to be uber ‘whizzy’ to work,” said Taylor. “That can lead to two negative outcomes: Analysis paralysis in coming up with an idea, and the assumption that digital experiences are better suited to consumer campaigns.

“There’s a middle ground between entry-level and premium interactive experiences — you don’t have to go either super-boring or super-expensive,” he continued. “The main thing is to use the data at your disposal effectively to ensure that you’re targeting the right people with the right message to achieve your objectives.”

According to *Demand Gen Report’s “**2022 Content Preferences Survey**,” preferred digital content* among B2B buyers includes:

- Interactive assessments;
- Quizzes;
- ROI calculators;
- Videos; and
- Webinars.

Overall, webinars are the most popular digital content as buyers move away from static content. The same *DGR* research shows that webinars were consumed by **67% of buyers** in 2022 — up from 57% in 2021. Polls, embedded videos and other interactive content can boost webinar engagement. However, with so many engaging options at their disposal, Guidetti advised marketers not to get caught up in the “cool factor” of digital experiences.

“A common mistake I see is not connecting digital experiences to the funnel or marketing objectives,” said Guidetti. “When creating experiences, we should be asking, ‘How will this positively influence my marketing and business objectives? Am I moving target accounts through the funnel or providing better CX? What is the digital experience directly impacting?’ If you can’t answer this, you may want to rethink why you’re offering it.”

Proof Point

Information technology and services firm **Verint** already had plenty of high-value content, such as reports, whitepapers and case studies, but wanted to use webinars for greater engagement. Verint turned to ON24’s Webcast Elite to create an educational webinar series, which repackaged existing client presentations from Verint’s live annual client event and shared actionable tactics customers could use immediately. Verint also used ON24 to repurpose its “Contact Center Report” and annual “Retail Report” into digital experiences.

The webinars delivered:

- 45% increase in audience for “Contact Center Report,” with an 11% increase in downloads;
- 29% increase in audience for “Retail Report,” for an 8% increase in downloads; and
- 39% registration rate of new contacts within existing accounts.



POWERING EFFECTIVE DIGITAL EXPERIENCES THROUGH TECHNOLOGY INTEGRATIONS

Poor integration of technology is a common failure diluting the effectiveness of digital experiences. Technology used to personalize digital experience should be closely tied to a marketer's CRM, marketing automation, content management system and other core platforms. "A great tech stack will allow for better integration across channels and enable the flow of transitions from one experience to the next," said Intelligent Demand's Guidetti.

In addition to eliminating tech silos, Renee Yeager, CEO of Yeager Marketing, stressed the importance of internal alignment. Yeager continued that the necessary technology investment for digital experiences varies based on marketers' needs, meaning its key that organizations are open to investment, test and explore other options.

"We've often found that the complexity across strategy, content, creative and development was more than we expected," she explained. "It requires a strong team working together to get to a great result."

However, UviaUs' Thogeirson contended that investing in creativity may be even more important than technology, especially in the era of digital fatigue. He believes thoroughly testing ideas and creative concepts is key to success, as "marketers often undervalue creativity, but there are measurements showing the right creative can lead to a 70% upside on brand recall," he explained.

Proof Point

As more companies worked to capitalize on the success of webinars and other virtual experiences, **SAP** saw notable decline in the registration and attendance of its digital events. To re-energize its virtual audiences, the company turned to ON24's platform to decrease the volume of events and event communications and provide attendees with highly relevant content, offering attendees on-demand content and viewing options, decreasing the event length and simplifying the registration process.

Through its efforts, SAP:

- Hosted 300 digital events in 2020;
- Saw more than 8,000 attendees per month across all events; and
- Generated 40% of pipeline from its HR audience from its HR Connect event.

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RENEE YEAGER, YEAGER MARKETING

CONCLUSION: THE FUTURE OF DIGITAL EXPERIENCES

As B2B buyers' expectations for digital experiences continue to rise, so will the bar for marketing teams to deliver exceptional experiences.

"Marketing now owns the entire funnel, so we need to have meaningful experiences at every stage, for every type of buyer, that hits on the most critical pain point that they have," said Intelligent Demand's Guidetti. "Digital experiences need to connect to your marketing and business objectives and to each other. Integration is important to ensure that every piece of every experience you offer supports your strategy and is all working seamlessly together to meet and exceed your goals."

Agent3's Taylor added that Web 3.0 has the potential to take the relationship with buyers to the next level.

"The internet will become more customized, enabling greater levels of personalization and greater understanding of the audience," he predicted. "Buyers will expect brands to know them like old friends. To engage effectively, brands will need to imagine new possibilities."

Rather than a transactional relationship, brand and buyer will develop a relationship based on mutual value, as Taylor explained that, "digital experiences will need to reflect this with incentives, hyper-personalization and a multi-dimensional experience."

Customers will expect content to be presented in new and engaging ways, and the ways they prefer to consume content will constantly change. By paying attention to trends, listening to customers and acting on data-based insights, B2B marketers can stay ahead of the game, developing digital experiences that engage buyers and drive sales.



ON24 provides a leading cloud-based digital experience platform that makes it easy to create, scale, and personalize engaging experiences to drive measurable business growth. Today, we are helping over 1,900 companies worldwide convert millions of prospects to buyers. Through interactive webinars, virtual events, and always-on multimedia experiences, ON24 provides a system of engagement, powered by AI, which enables businesses to scale engagement, conversions & pipeline to drive revenue growth.

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Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multichannel demand generation efforts.

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