

## B2B SOFTWARE COMPANIES

### IMPROVE THE VISITOR EXPERIENCE AND INCREASE SUBSCRIPTION RENEWALS

OPERATING WITHIN A COMPLEX AND  
DYNAMIC LANDSCAPE

#### A FORTUNE 100 SOFTWARE AND IT SUPPORT COMPANY RECOGNIZED A 10X RETURN FROM ONE eCLERX DIGITAL PROJECT



##### IMPROVE THE VISITOR EXPERIENCE

Understanding and optimizing the visitor experience increases engagement and long-term customer value.



##### INCREASE SUBSCRIPTIONS

Acquiring customers is vital to B2B software companies. Customer loyalty initiatives and campaign optimization increase lead generation.



##### DELIVER ON MARKETING EXPENSES

Lead management and campaign operations assist marketing and sales to acquire and nurture subscribers.



##### MAKE SENSE OF BIG DATA AND VISITOR BEHAVIOR

We go beyond securing and managing your data. eClerx Digital takes a proactive approach to providing actionable insights through customized dashboards and meaningful reporting.

Creating the ultimate visitor experience is vital to the success of B2B Software companies. As organizations transition from per seat licenses to subscription-based cloud offerings, the need to acquire and nurture customers is a key aspect of the business plan. It is difficult to forecast demand and attrition while developing customer loyalty within this new and competitive environment. Coupled with the many tactical issues associated with the complexity of a subscriber-based model, leaders have limited time to focus on meaningful, strategic decisions.

eClerx Digital understands the hurdles marketers and business leaders face when providing a visitor experience that delivers quality leads. The first step is knowing the visitor. Our personalization, A/B testing and optimization, and forecasting solutions help you to better understand your subscribers beyond rudimentary segmentation and historical trends. Combined with extensive data security and data management capabilities, campaign operations and marketing automation support, we accelerate your marketing results, delivering increased response rates, more website visitors, and higher trial subscription rates.

## HOW WE HELP



### A/B TESTING & OPTIMIZATION

Applying A/B Testing and Optimization findings to future actions results in higher website and email conversion rates. By understanding how users behave on a website, and what information they need, you can communicate with them in a meaningful way and improve customer experience. Several important ways to this include optimizing email messaging, timing, and audience engagement to maximize trial software engagement.



### CAMPAIGN OPERATIONS

Few email recipients want to receive more emails. That's why developing and executing a compelling and impactful campaign is vital, especially when customer acquisition and attrition is so volatile. Our processes are proven to scale at an incredibly high quality to deliver campaigns with multiple products, segments, geographies, and customer behavior. This leads to higher conversion rates and increased customer loyalty.



### PERSONALIZATION

Customers want to feel known and appreciated. But most marketers employ rudimentary segmentation techniques to their email and online messaging that often makes no impact. Our fully customizable approach to personalization considers several dimensions of data variables for rich persona development.



### DATA MANAGEMENT AND REPORTING

By definition, Big Data creates a lot of data. On average data scientists spend 80% of their time on data clean-up. eClerx Digital has a strong foundation in data management, data clean up, and reporting. Our highly-skilled teams can complement yours to deliver useable data in customized dashboards for faster and more meaningful decision-making.

#### ABOUT ECLERX

eClerx provides critical business operations services to over fifty global Fortune 500 clients, including some of the world's leading companies across financial services, cable & telecom, retail, fashion, media & entertainment, manufacturing, travel & leisure, software and high-tech. Incorporated in 2000, eClerx is one of India's leading process management and data analytics companies and is today traded on both the Bombay and National Stock Exchanges of India. eClerx employs 9,000 people across its global sites in the US, UK, India, Italy, Germany, Singapore, and Thailand.

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