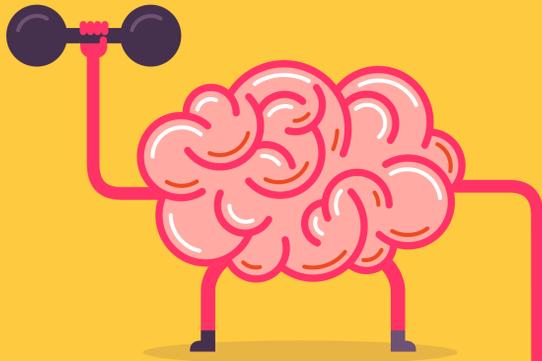


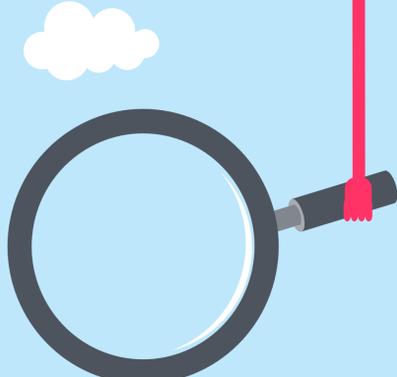
How Imperva Discovered That Content Knowledge Is Power



Client Overview

Imperva is a leading provider of enterprise scale data and application security solutions that enable compliance and protect critical information from criminal activity. Recognized for its world-class technology, at the time of writing this case study, Imperva was the only company to have led Gartner's Magic Quadrant for Web Application Firewalls for four consecutive years.

Imperva used TrenDemon for tracking and optimizing the promotion efforts of Imperva Incapsula, its flagship SecaaS (Security as Service) product, used by over 160,000 businesses to protect millions of websites across the globe.



The Challenge

The average sales cycle of clients in the SecaaS market is between three and six months. Imperva's goal was to capture contact information as a means of building a long-term relationship on the journey to a purchase, mainly by getting the lead to sign up for a demo.

Although Imperva's social media and PR efforts were leading a healthy volume of traffic to its large website, the conversions just weren't happening, especially top-of-funnel leads.

The Action

Imperva was already using TrenDemon's solution on a limited basis, so it was simple to deploy it across the site and integrate it with their Marketo software. The company utilized TrenDemon reports to determine the best content even for minor, inner pages and links, and for content that is used outside of TrenDemon campaigns.

For example, TrenDemon enabled Imperva to analyze visitor interaction with content on their blog and other content assets, so they could track and speed up their journey to becoming customers.

TrenDemon also allowed Imperva to create and modify 20-30 conversion elements on the fly, while providing valuable knowledge about traffic flow, dwell time, read ratio, proceed ratio, and other indicators.

According to Igal Zeifman, Director of Marketing at Imperva, **"Having persistent visibility into different touchpoints, and knowing which users are more likely to convert later on, is extremely valuable to us."**



The Results

The benefits were almost immediate.

Within one month, Incapsula experienced an additional 4,000 page views, and after 60 days, there were more than 1,000 new monthly collateral downloads. As a happy surprise, they also saw a increase in revenue.

This was an exceptional result, considering that Incapsula was expecting beneficial data at first, not a sudden jump in sales.

This outcome was due, in part, to an improved ability to analyze different touch points, such as conversions resulting from visitor interaction with content. Imperva used the information to guide content creation decisions. This was instead of their previous method, which was based on personal preference, or a perception of what customers might like.

"TrenDemon is easy to manage and integrate with existing software, and provides very good analytics and ways to convert users," said Zeifman. **"All of that combined in one package makes it a very valuable tool.**

I'm not sure I've even discovered all the ways it will help us in the future yet."

About TrenDemon

TrenDemon's industry-leading solution enables marketers to analyze and increase the impact of content with technology that is easy to implement and use, but which delivers powerful results.

TrenDemon is trusted by top companies around the world, from Fortune 500s to early stage startups. To discover the value of your content and how we can take it to a higher level, arrange a no-commitment demo today.

[Schedule a Demo](#)

