TrenDemon's Technology helps Panorama Necto
Automatically Boost Leads from Content by 37%

Panorama Necto is a Canadian software and consulting company specializing in business intelligence.
Panorama supports over 2,000 customers worldwide in industries such as financial services, manufacturing, retail, healthcare, telecommunications and life sciences. For marketing automation, Panorama Necto uses IBM's Silverpop and has a wide eco-system of partners in 30 countries, and maintains offices throughout North America, EMEA and Asia.

The Marketing Challenge – Understand & Maximize Content's ROI

Panorama Necto relies on **inbound marketing** with a website and blog featuring all the knowledge needed for visitors to learn about their solution. Visitors can request demo's/quotes and contact the marketing team. The blog is updated and the marketing funnel is all in place. But still, like many B2B company that provides a lot of useful content, **they want to automatically direct visitors to the right place**, they want to **understand the journeys their customers take, how does the blog contribute their business goals** and last but not least, **they want to increase the number of leads their website is generateing.**

The Solution TrenDemon's Automated Insights & Optimization

💡 INSIGHTS

TrenDemon provides Panorama Necto exclusive insights regarding their visitors' journeys and how their content is contributing to their business goals. After adding TrenDemon's script and setting up goals, it took only a few days for Panorama's team to realize how visitors act, which of their campaigns worked the best for each and every goal and much more. The content team got insights on how well blog posts contributed for reaching goals and how many visitors really read each blog post.

⚡ OPTIMIZATION

By identifying the true impact of each post in relation to the different goals, TrenDemon can match and recommend the right post, to the right visitor at the right time. TrenDemon's content recommendation unit is placed at the end of each blog post and achieves over **9% CTR (click-through rate) completely automatically.**
In addition to content recommendations, Panorama also uses TrenDemon's smart call-to-actions (CTA) to engage more of the visitors at different stages in their journey. Panorama Necto easily created several CTA's, each one for a different area with different messaging and for different type of visitors.

AUTOMATION

Panorama Necto integrated TrenDemon with **IBM's Silverpop** to allow capturing leads directly into designated lists in their Silverpop account. This allows for a seamless process where no lead goes missing and **specific messages can be used to target visitors based on their marketing automation status.**

> We chose TrenDemon because it's a robust platform that combines content journey analytics and automated engagement tools which help us get to the next level with our customers. **The reality is that TrenDemon surpassed our expectations, increasing conversion rates by more than 37%!**
>
> Jacques Botbol, Marketing Director, Panorama Necto

About TrenDemon

TrenDemon provides the world's leading brands with actionable insights regarding their content marketing ROI **boost the ROI** of their content marketing activities. Serving **Fortune 500** companies, leading international **publishers**, **tech** and **financial** companies and helping them **boost revenue** from their content **automatically.**

Selected Clients:

IBM   Microsoft   Payoneer   AppsFlyer   fiverr
Check Point   amdocs   HAARETZ   PANORAMA   NICE

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