TrenDemon's Technology helps Payoneer **increase their blogs' conversion rates by 145% automatically**

Payoneer empowers millions of businesses and global commerce in more than 200 countries, by connecting them with its innovative cross-border payments platform. It enables them to reach new audiences by facilitating seamless, cross-border payments.

The Marketing Challenge – Multiple goals, languages and assets

For Payoneer, content marketing is an important part of its marketing strategy with its **multilingual blog,** with its millions of monthly visitors, is at the center of its ongoing dialogue with customers worldwide,

How could Payoneer leverage their effective blogs to maximize their business goals, and increase the content's ROI? How could they better understand the performance of their content assets across multiple assets, goals and languages?

The Solution – TrenDemon's Automated Insights & Optimization

EASY SETUP

1. Embed a **single line of code** in the pages you would like to use TrenDemon on.
2. Configure the **goals** you wish TrenDemon tracks, maps and optimizes.
3. Configure the **engagement units** (content recommendations, forms & call-to-actions) you would like to use to optimize journeys.
4. (Optional) integrate your **marketing automation** software to seamlessly work with TrenDemon.

AUTOMATED OPTIMIZATION

After Payoneer set the goals they wanted to improve, TrenDemon's optimization engine went to work with real-time, personalized, performance-driven content recommendations and calls to action. Within days, the blog's conversion rates were starting to climb, and after only a few short weeks, **the conversion rates from the same traffic and content have more than doubled!**

CLEAR INSIGHTS

TrenDemon's helps Payoneer identify the **most effective content on their blog**, their **best traffic sources** and **optimal conversion paths**. These insights allow Payoneer to **make better decisions** as for which content to create next, how to promote it and where, s**aving valuable resources and maximizing their content marketing ROI.**

> "TrenDemon has become one of our favorite tools for **content marketing insights and automation**. Through features such as content slider and exit intent, we are able to guide visitors to engage further with us by targeting them with personalized messages and offers, so each user only receives the content that interests them."

Jonny Steel, VP Marketing, Payoneer

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 SOFTWARE TECHNOLOGIES LTD.　amdocs　HAARETZ　PANORAMA　NICE

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