

Sales Engagement

The Most Fun Sales Conversation You'll Ever Have: A Case Study

A [Jellyvision](#) / [Eloqua](#) Case Study

Eloqua and Jellyvision design a highly personalized and interactive "conversation starter" that proves that sales engagements don't have to be yawners, and that investigating marketing automation solutions doesn't have to be all work and no play. Check it out for yourself at <http://illuminate.eloqua.com/>.

The case study below explains the origins of the project and the quantitative and qualitative results it continues to yield.

Goal

In an effort to convert more Eloqua.com and microsite visitors into pre-qualified, motivated leads and to increase sales velocity for existing prospects, Eloqua and JellyVision set out to educate prospects about Eloqua's suite of products through a compelling, humorous, and highly personalized pitch. Additionally, the conversation captures deep profile information about its users which can be used not only as rich market research, but also to aid Eloqua's sales force in maximizing the productivity of subsequent communications with leads generated by the conversation.

Duration and Completion

- 23% of users who start interacting with the conversation* reach the end of the longest path. Another 32% reach the end of an alternate path (folks who aren't in sales or marketing, but want a high level overview).
- Starters* spend an average of 3 minutes and 45 seconds interacting with the conversation. Those who become leads generally spend upwards of 6 minutes.

Quantitative and Qualitative Feedback

When asked whether or not the conversation helped users understand Eloqua, 76% said it was "very helpful" (43%) or "pretty helpful" (33%) and another group felt it was "a little helpful" (15%). Feedback from users within the conversation itself has also been mostly positive, including comments from users who DIDN'T become a lead such as:

- I like that the presentation was designed based on the answers to my questions. Very impressive!
- Multi-media "type" presentation! Very relevant to current marketing challenges. Good Job!
- Well Done. Good messaging, concise and fun. Good job Marketing group.
- Fantastic presentation. Absolutely engaging and of stellar quality.
- Simple presentation in terms I can understand. Novel approach. Refreshing...Thanks.
- Humorous approach to qualifying me. I was engaged. Nicely done.

Conversion Report by Campaign

Users who have some familiarity with Eloqua (e.g., in-house e-mail lists or visitors to the homepage) are much more likely to become a lead than those who reach the conversation from sources where it may be the first impression they get about the brand (e.g., banners and social media). However, these potential first timers are almost as likely to complete the conversation—they simply choose not to opt-in for further contact and instead are sent to the Eloqua Web site to learn more.

Source Name	Lead Conversion (based on starts*)
Eloqua Web site	18.00%
E-mails	20.00%
Banners	8.00%
Jellyvision/Referrals	5.00%

Tweaks to Marketing Improve Performance

With improved marketing (homepage banner, B2B banners, e-mails and conversation itself), we've seen not only a 1200% boost in lead VOLUME, but also a 266% boost in conversion over the prior period with no e-mail and the old ads. So getting more people—and the right people—to the conversation showed a dramatic impact. Regarding the B2B online banners specifically:

- The new banners are getting more than 4x the visits than the old ones.
- The new versions have captured almost double the amount of leads than the old version in half the time.
- In addition to these LEADS, this increase in volume also means more users exposed to the experience/education in general—on average, almost 4x more users are reaching the end of the experience—but just not opting in—coming from the new banners than from the old.
- With the new homepage banner, we've seen a 14% improvement in traffic and a 162% improvement in conversion.

Moving Forward

- Jellyvision and Eloqua will continue to optimize the sources driving traffic to the conversation as well as the conversation itself to ensure users are provided an engaging experience and are presented with enough information to be persuaded to take the next step.
- Planned updates include items such as:
 - A more compelling offer within the conversation (white paper)
 - More specific detail about features on certain paths
 - The ability to move through the conversation at a quicker pace if the user chooses to

**Starts = users who answer the first question*