TrenDemon helps Panaya Boost Website Conversion Rates by over 65%

Panaya (an Infosys Company) provides cloud-based quality management services for enterprise applications worldwide. Its solutions include change impact analysis, automated code remediation, collaborative test management and test-execution, and ALM acceleration. The company's solutions enable companies to save their information technology applications life cycle costs and minimize the risks associated with system changes.

The Marketing Challenge – Generate More High Quality Leads

As a leading B2B technology company, Panaya is always searching for new and better ways to increase sales by improving its lead generation and nurturing processes. Panaya produces high quality content and has been using Marketo for the past several years for their marketing automation needs.

The Solution – Enhancing Marketo with TrenDemon

TrenDemon's technology, with its seamless Marketo integration, helps Panaya **increase the number and quality of the leads** they are generating. Here's how:

65% More Leads with Smart Call-to-Actions

Using TrenDemon, Panaya created Call to Actions which target specific groups of visitors, based on their Marketo attributes and status. For example, they offer premium content to download just for visitors that their status is "Free Trial" on Marketo. These personalized Call to Actions help Panaya capture significantly more leads from its existing website traffic and insert them directly into Marketo. In just under 2 months, **TrenDemon helped Panaya dramatically increase its conversion rates by over 65%(!).**

Better Results with Automated Predictive Content Nurturing

Panaya uses content to nurture its prospects in the funnel. TrenDemon, with its Predictive Content Recommendations Unit, helps Panaya maximize its content marketing ROI by matching the right visitor with the right content, based on their position in the customer journey. These real-time, performance-driven content recommendation help guide visitors in all stages of the journey towards their respective goals, helping Panaya improve the bottom line.

> Capturing all our website leads to Marketo helps us to know from what page the visitor converted from, what content was they are interested in and how we can improve our lead-to-sale funnel to continue our nurturing process with **better results and accelerate our ROI.**
>
> Dekel Wiesman, Director of Online Marketing at Panaya

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   FINRA   fiverr

Check Point SOFTWARE TECHNOLOGIES LTD.   amdocs   PANAYA An Infosys company   AppsFlyer   NICE

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