

TrenDemon helps Sapiens gain **75%** more subscribers and provides actionable insights about which **content converts best**.

Sapiens International Corporation (NASDAQ and TASE: SPNS) is a leading global provider of software solutions for the insurance industry, with a growing presence in the financial services sector. Sapiens offers core, end-to-end solutions to the global general insurance, property and casualty, life, pension and annuities, reinsurance and retirement markets, as well as business decision management software. The company has a track record of over 30 years in delivering superior software solutions to more than 200 financial services organizations worldwide. The Sapiens team of approximately 1,900 professionals operates through our fully-owned subsidiaries in North America, the United Kingdom, EMEA and Asia Pacific.

The Marketing Challenge – Grow Lead Quality with Content



Sapiens is continuously looking to get new and higher qualified leads and to nurture existing customers and leads through user engagement. Although the Sapiens marketing team uses Google Analytics, they were struggling to gain actionable insights regarding their content marketing efforts and ROI.

A Combined Solution of Insights and Automated Optimization

💡 INSIGHTS

TrenDemon tracks all users that visit Sapiens’ website and blog. This allows TrenDemon to present an aggregated view of all user journeys including their source and the goal they completed. With these insights Sapiens’ marketing team were able to pinpoint the most converting content and sources for every specific goal. These insights allow Sapiens to know which **content to promote on which channel for optimal results**.

⚡ OPTIMIZATION

After TrenDemon analyzed their website, blog and user behavior, it was time to take action. TrenDemon was able to improve in real time the journeys of new visitors to the site. This process was done by two main methods:

Content Recommendations – On Sapiens’ blog, TrenDemon suggested visitors what to read next using a personalized content recommendation widget. The suggested content was **individually tailored** to every visitor depending on their position in the journey and reading history. Furthermore, TrenDemon’s automated unit continuously tests various posts in order to improve the user conversion journey. The units themselves have the same look and feel of the blog including the same fonts and style, which and seems seamless to the visitors.

Call to Actions – Using TrenDemon’s CTAs, Sapiens was able to capture more leads from visitors that visited their website. Each CTA can be configured to appear only to certain user groups or on specific pages and areas. In addition, Sapiens also has a CTA on exit which helps reduce bounce rate and convert visitors about to exit the page to blog subscribers.

🔧 INTEGRATION WITH MARKETO

by integrating Marketo to their TrenDemon account, Sapiens automatically sends all captured leads directly to Marketo to be further handled by their marketing and sales teams.

“

We value TrenDemon and work with it on an almost daily basis. This tool enables us to achieve better customer engagement in offering our website visitors specific, relevant content. The platform is fairly easy to manage and update, and most importantly, it directly communicates with our business goals.

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Yaffa Cohen-Ilfrah, Chief Marketing Officer and Head of Corporate Communications, Sapiens

About TrenDemon

TrenDemon is the leader in content marketing insights and automation, helping marketers make better decisions and automatically increasing online business performance. TrenDemon is trusted by leading companies around the world, from Fortune 500 to early stage startups.

Selected Clients:

SAPIENS

Outbrain

Pa'oneer

AppsFlyer

fiverr

algosec

FINRA

Infosys

CATO NETWORKS

ZURICH

Perfecto

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