



WhiteSmoke

- CASE STUDY



TrenDemon's Technology helps WhiteSmoke Generate Unique Insights and Boost Sales from Content by 52%

Whitesmoke develops and sells online a downloadable English writing tool that provides grammar, spelling, punctuation and style checks. The software is activated in a single click from any text application and browser, pointing out potential errors for consideration and offering suggestions for improvement. Users that have little or no experience with WhiteSmoke software can use their solution to quickly begin writing, editing, translating and enhancing their English documents.



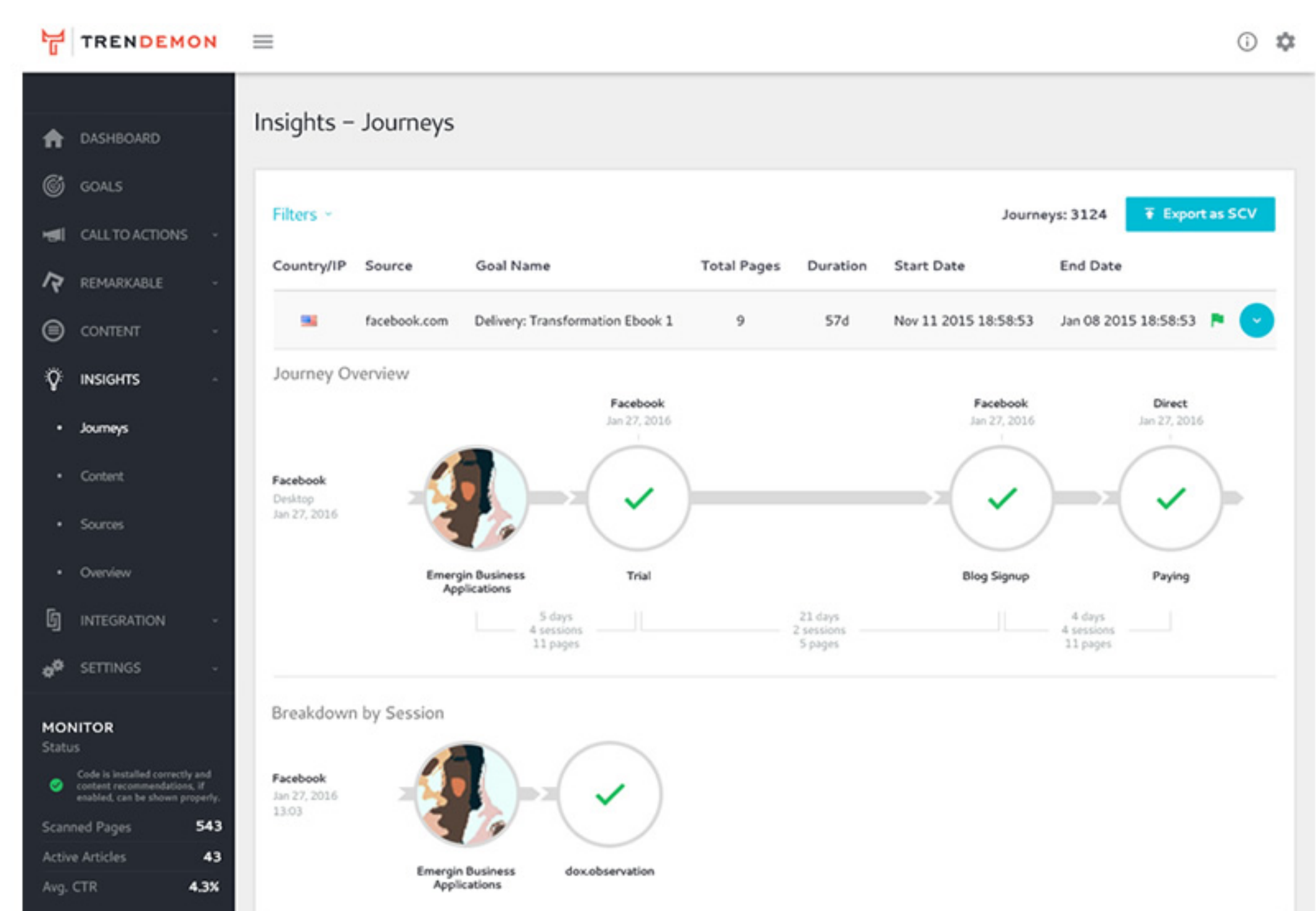
The Challenge – Measuring & Improving the Impact of Its Content on Sales

Whitesmoke customers may follow several stages before purchasing the product online, including starting a free trial. Visitors are coming to their store from many different sources and campaigns, and may complete multiple goals over the course of a few months. Whitesmoke were looking for a solution that will enable them to see which goals were being reach, from which sources and in what order.

The Solution – Actionable Insights with Automated Optimization

Journey Insights Regarding Multiple Goals

Whitesmoke set all the goals they wanted to track, from sign up to a free trial to becoming a paying user. With TrenDemon Insights, they could view the various journeys their customers took, across multiple sessions and from different sources. This enabled them to attribute correctly the impact of each source and each item of content on the bottom line. Whitesmoke receives traffic from dozens of sources. With TrenDemon's insights, they could determine



Journeys Insights Screen, showing the journey of user across multiple goals

which source generated the best results, via which content and in relation to which goal. Now, they have a tool which helps them make wiser decisions concerning where and how to invest the next marketing dollar.

Which Content Works Best?

From TrenDemon's content Insights, Whitesmoke are able to measure how each article contributed to each goal. This information allows them to know what next to write about and what to promote outside of their site on social networks and content distribution network to achieve the best results. With TrenDemon's Content Recommendation unit visitors are automatically directed to the best converting content on their site.

Result – Over 50% More Sales

By using TrenDemon's insights to guide their content and media decisions, Whitesmoke saw a **52% (!) boost in online sales** within just a few months.

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We can directly attribute the significant uplift in sales from content marketing to TrenDemon.

Amit Greener, CMO at WhiteSmoke

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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:



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