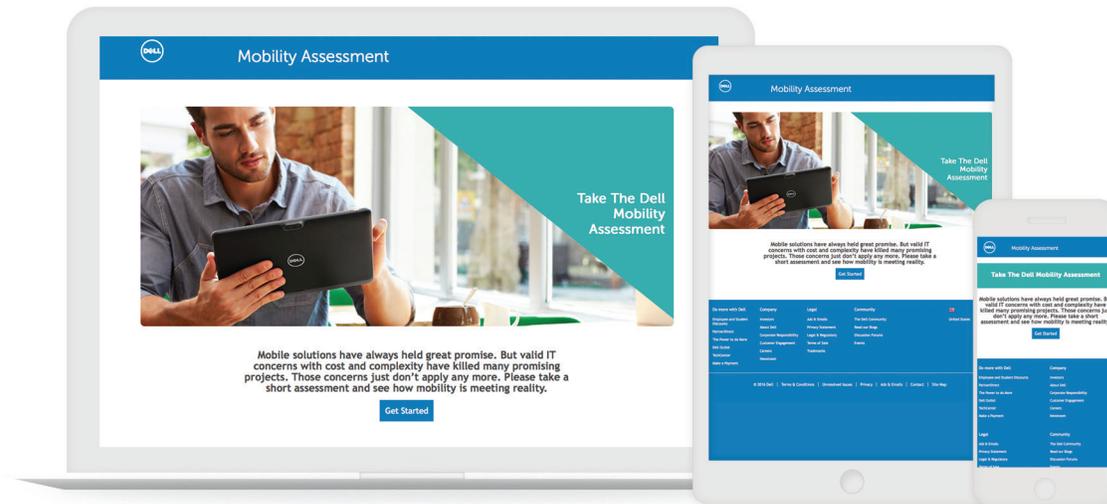# Dell Utilizes Interactive Content to Create Engaging User Experiences

Results:

For 30 years, Dell has empowered countries, communities, customers and people everywhere to use technology to realize their dreams. Customers trust Dell to deliver technology solutions that help them do and achieve more, whether they're at home, work, school or anywhere in their world.

See a live example

Check out Dell's Interactive Assessment at:
http://dell.postclickmarketing.com/MobilityAssessment/Example

ion+Oracle

Marketers use ion's interactive content to cut through the content marketing clutter; engage their best prospects in an explicit digital dialogue; generate more social shares and leads; improve lead quality and develop deep, specific and descriptive buyer profiles.

ion's developer-free solution enables this new capability without relying on time-, cost- and talent-prohibitive resources. ion's unprecedented high-fidelity data—configurations built, budgets calculated, self-assessments answered, content consumed—

is instantly and seamlessly used to accelerate lead-to-revenue velocity within Oracle Marketing Cloud applications.

ion integrates with Oracle Eloqua via REST API enabling real-time bi-directional data exchange. Export rich, explicit ion data to Oracle Eloqua for targeting, segmentation, personalization and scoring. And use Oracle Eloqua data in ion for dynamic targeting, segmentation and personalization—including dynamic content substitution; dynamic form replacement and shortening; and real-time progressive profiling.

"Know your customer experience intimately and don't be afraid to challenge what currently works; and even if it works well, never stop asking yourself how you can make that experience better."

The Challenge:

Dell has a range of B2B solutions for companies of all sizes from small businesses to the large enterprise. Products and solutions range from empowering a small business with new employee BYOD solutions to advising a global corporation on securing their public and private clouds.

Generating qualified leads from their target audience is a primary focus. But, as is true for most companies with diverse markets and products, it can be a challenge to communicate the right message to the right person at the right time in order to increase engagement and conversion rates. Dell knew this challenge also presented an exciting opportunity to deliver targeted, relevant online experiences to their diverse audiences. They had a vision for interactive experiences that would provide value and be useful to their online visitors, to complement their already effective lead generation program.

For the past several years, Dell has leveraged campaign landing pages for lead capture forms and microsites with ion interactive. Starting with page templates from the ion platform, they were able to quickly launch and test targeted pages and microsites without help from developers. They experienced great results, attributing their landing page initiative to increasing sales opportunities by 10x in a two-year span.

With an already successful lead generation program in place leveraging ion landing pages,

Dell wanted to use smarter interactive digital experiences to help more effectively target and present solutions to their wide ranging audiences. They knew that to improve the online experience and generate more leads they would need to move beyond static form-based landing pages to more useful, interactive experiences that provided intrinsic value to the customer.

The Solution

Dell determined that online advisors would be a perfect method to allow customers to configure solutions based on their specific needs, from the small business owner to the CTO of a large global enterprise. They brought this interactive content experience to life with the ion platform. The advisor acts as a form of digital solution configurator, showing how a product, service, or application can work within a customer's environment. The online visitor inputs information regarding their specific product needs and the advisor provides feedback about the appropriate product and services that fit a customer's needs.

Dell created online advisors for their server, cloud, virtualization, and client solutions that are available on Dell.com. These interactive content experiences are frequently updated with the latest product and services information, and the ion interactive content marketing platform makes these updates in an efficient, agile manner.

With agility for updates and changes comes agility for testing unique variations of each

online advisor. Rather than keeping the solution advisors as static, non-changing web experiences, Dell has the freedom to test layouts, copy, images and personalization to help increase the engagement and conversion rates on the interactive advisors.

Dell's Senior Manager of Digital Marketing, Joseph Moke explained, "You can't be afraid to fail. There are so many different ways to interact with your customer online—testing, trusting your data, and always optimizing will evolve your site and make your customer experience the best one you can provide. Know your customer experience intimately and don't be afraid to challenge what currently works; and even if it works well, never stop asking yourself how you can make that experience better."

The Results

The data gathered empowers the Dell sales advisor with prospect insights, which in turn allows them to have a more tailored, relevant conversation when they follow up on leads generated from the solution configurator. This also ensures tight cohesion between the sales and marketing teams, with marketing passing sales valuable lead insights that help them do their job more efficiently. When a visitor completes the interactive advisor, the sales team receives the quote and it's directly uploaded into the sales CRM for seamless access to the prospect information.

The Next Step

From the testing front, in the upcoming quarters, Dell will be working on smaller forms to fit various page templates across their site, which will also test in markets where embedded forms did not perform. They will also continuously look for ways to meld interactive content into future projects as a means to enhance the user experience.

Moke adds, "Everyone invested in the success of our company wants to know the state of the business and ROI of our campaigns. To our internal audience, conversion lifts and testing are only the beginning. You can increase your form conversion in a myriad of ways, but if your leads are poor quality, or aren't engaged, you lose credibility to your sales teams and ultimately your customer experience suffers. Our tests for conversion look beyond that form conversion—always look at how your leads are affecting the bottom of that sales funnel."

Contact ion

Speak with an ion interactive professional and learn how ion+Oracle can help you with your content marketing.

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