

CONVERSION CAST

How Jonathan Friedman Increased Lead Flow by 289%

Our Guest:

Jonathan Friedman is the CEO and Co-Founder of Reactful, a company that helps marketers increase conversions by using real-time data. They help businesses convert more “maybe”s on their website by identifying prospect’s digital body language (ie: mouse movements, where they click, when they scroll). Tracking this digital body language allows Reactful to see data such as when people get confused, stop videos, or are about to leave websites.

The Study:

Reactful implements software that helps companies convert previously acquired website traffic. Their client for this case study was Inside View, a B2B company located in San Francisco. Reactful’s work with this client was nominated best case study of the year by Marketo in a competition recently.

The clever tactic Inside View used to generate traffic prior to employing Reactful’s software was creating mini webpages inside a database. For example, when prospects searched for a company in the database, they could end up landing on one of Inside View’s pages. Inside View was able to generate a large amount of traffic by doing this, but they wanted more engagement from traffic on their pages.

Once Reactful installed their system on Inside View’s site, the real-time data showed many people being idle on Inside View’s webpages. They found a pattern of people leaving the webpage open, but they were not interacting with it. Johnathan explained examples of this behavior as going to the bathroom while the webpage was up, visiting another webpage in a different tab, etc.

Reactful's software recommends "reactions", suggested actions within the software to improve results. The recommended reaction for the idle prospects described above was to highlight the sign up box on the webpage. Reactful's software spotlights areas of a webpage by dimming the rest of the screen to make the desired action on the page stand out. This makes it easier for people to understand what to do on the page when they come back to it.

Implementing this "reaction" almost doubled Inside View's conversions alone and proved to be effective in their conversion rate increase. The spotlight feature refocused visitors and put a small emphasis on the "call to action".

The Result:

Implementing the spotlight feature to emphasize the signup form when prospects revisited Inside View's webpages after being idle increased lead generation by 289%.

How The Software Works:

Reactful's software is able to detect triggers in digital body language such as when people stop typing in a form, when they're idle, confused, or when they stopped a video. The software counters these triggers with "reactions", also described as visual changes, that potentially get people to react. Some examples of these "reactions" are pop up messages, a shaking button, highlighting a form, and other visual cues. Reactful's software makes it easy to program "reactions" in a powerpoint-like interface. The software itself works in real-time with the goal of getting people to interact immediately after creating "reactions" in the software.

Helpful Insight:

Johnathan stated that we believe we control our attention, but the reality is we're affected by a lot of noise and bombarded by information constantly. This reality is what makes little subtleties (outlined above) have a big impact. He explained that there is an abundance of real-time information for marketers to use, but most focus on AB testing with color, titles, headlines, etc. Real-time information is simply not being taken advantage of as it should be. He believes that leveraging real time information by using "reactions" is what will yield significant results.

The reactful software makes it easy to implement visual cues/"call to actions" in real-time, however if you are well-versed in programming and code, you can create your own to elicit a response from prospects after analyzing data.