



# Drupal: Powering Transformational Digital Marketing on the Open Web

## Executive Summary

We are at an inflection point in history. The digital revolution has given consumers an unprecedented level of control and choice as they spend more time researching, socializing, and buying online. To connect with these consumers and to influence their purchasing behaviors, marketers are now forced to deal with dozens of channels and engagement methods. Managing all of this is incredibly complex and time consuming, and is easier to get wrong than to get right. It is now estimated that the combination of a poor user experience and a lack of insight into customers' digital behavior is causing businesses to lose 24% of their annual online revenues.<sup>1</sup>

Customers are demanding more from the companies they do business with. Delivering personalized, targeted customer experiences is now required across multiple channels and devices. These changes represent both a huge challenge and opportunity for businesses that must create experiences for, connect with, and convert prospects into customers. To accomplish this, it is critical to capture insights to more effectively refine those experiences at each moment of truth along the customer journey.

Complicating all of this is the pressure of today's economic climate. Marketing organizations are now held closely accountable for ROI on Marketing spend, and many are not able to accurately measure success. To compete effectively in this new Digital Marketing landscape, organizations must be nimble, as strategies shift in response to highly fluid and changing consumer sentiment and competitive market conditions. Every element of your campaign must be designed to achieve a business purpose. Each element, as well, must be tracked, measured, and tuned based on those results.

Software tools have historically been as much of a hindrance as help here. With so many channels and so many unique touchpoints to manage, there has been an explosion of tools to manage each of these interactions. What at one time was

1. "Reducing Customer Struggle: Findings from eConsultancy's Customer Experience Survey," eConsultancy, Aug. 2011.

a handful of experiences to manage for your customers is now dozens; spread across multiple web sites, mobile sites and apps, social channels, and more.

Let's look at how Digital Marketers increasingly turn to Drupal-based Web Experience Management solutions leveraging a community driven, flexible, and open platform to deliver engaging content and campaigns with ease.

## **Marketing is Accountable to the Bottom Line**

Today's marketing departments are required to show concrete results, with CMOs required to prove out the ROI on campaigns and other variable marketing spend. To do this, Digital Marketing and outreach efforts must be data-driven, focused, and the results meticulously inspected and reported back to the business.

Yet many CMOs struggle with how to most effectively record and communicate campaign results. In fact, per a recent CMO.com survey, "fewer than 20% of marketing respondents had full confidence in what should be fundamental abilities, including measuring overall campaign effectiveness, how to allocate budget with ROI in mind, and communicating performance up to c-level executives."<sup>2</sup>

One example of using data driven marketing to judge the effectiveness of your campaigns comes from Daimler, the makers of the Mercedes-Benz. Daimler employs Drupal to leverage market research from their site's forums, having Stars Insight conduct 250 polls yearly. Geared toward the demographic of male sports enthusiasts aged 25 - 45, the polls within these forums have generated more than 7,000 comments on 300 different topics. Daimler also gains specific guidance by allowing users to score their advertising campaigns, resulting in over 2,000 user ratings. These activities provide Daimler with an easy and cost-effective way to recognize new trends, and give the company a long-term understanding of the target group for their Mercedes-Benz brand of premium compact cars.

## **Marketing Agility: Create, Connect, Convert, and Capture**

Any organization that benefits from a substantial uptick in engagement is a prime candidate for building Web Experience Management solutions on Drupal: B2B organizations engage with their partners and suppliers, B2C engage directly with consumers, governments and nonprofits offer services to citizens. For all of these organizations, the goal is to create brand-loyal consumers who interact

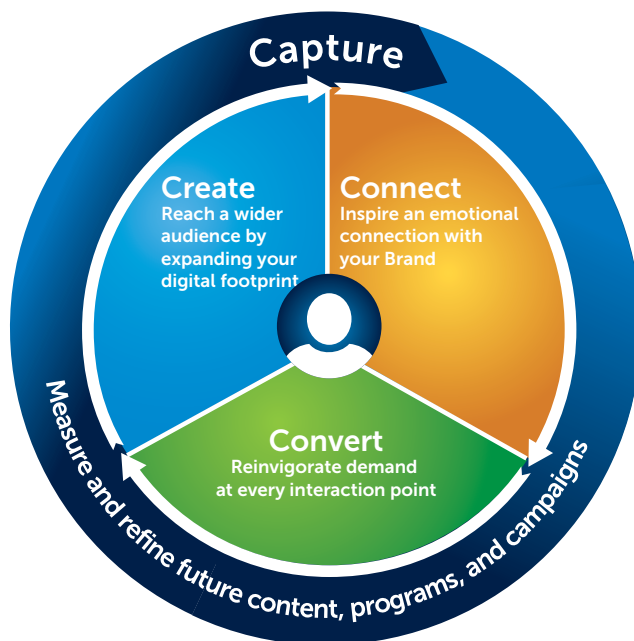
2. CMO Reader Survey: Measurement, Metrics, and ROI, March 2012.

with targeted content across channels, then advocate for the brand within the community. For the consumer, such a situation means accessing this content through channels of choice, finding products and services information faster, and engaging with captivating experiences that might lead to an additional conversion.

The first step in improving visitor engagement – and, thus, your ROI – is to change how you work and think. Your new Web Experience Management strategy must become the following:

***Work in smaller batches, build the right goal metrics for your enterprise, quickly learn what is or is not working, and adapt.***

To this end, it is important to recognize that traditional digital and web development efforts are not sufficiently agile: they tend to be big-plan, big-drop efforts. Instead of following the traditional route, work in smaller batches, build your campaign through a series of stages, the effectiveness of each stage in real-time. Web Experience Management solutions built on Drupal are ideal for agile development. Drupal provides a simple-to-use, flexible, and open framework you can use to quickly extend your existing tools, such as Web Analytics, CRM, and Marketing automation. Connecting to your existing tools saves both time and money. From there, while working in smaller batches, Drupal helps you layer in a true system of engagement, empowering you to Create, Connect, Convert, and Capture customer experiences and insights.



***Creating immersive digital experiences online requires that Digital Marketing organizations create rich content, connect with customers, convert prospects, and capture rich customer insights.***



## Create From Idea to Experience

Digital Marketers first and foremost need to be both marketers and technologists, in order to create, manage, and deliver immersive experiences to their audience. Part of meeting these needs includes creating an online communications strategy on how to best connect with your target customer segments. This strategy must define the goal metrics a Digital Marketer and CMO will use to clearly determine whether a particular campaign is successful or not, and if so, how successful (or unsuccessful).

### Segmenting and Targeting Campaign Offers

One size fits all marketing is no longer relevant in today's digital world, instead leading organizations build customer profiles for targeted delivery of promotions/ discounts, microsites, banner ads, display ads, or other types of creative content. And they build these profile segments based on captured or purchased market research, and serve targeted content and promotions to that segment.

Or, you can automatically create segments from anonymous visitors based on the country of origin, visitor behavior, or URL.

Segmentation is an age old marketing discipline, but one that is becoming exponentially more powerful with the advent of digital marketing solutions. Drupal is leading the charge by fostering deeper ties and integrations with CRM and other systems of record to expose even more fine grained customer segments that automate site experience, dynamically render special offers displayed through the web and mobile channels, and provide closed loop marketing by gathering and measuring interactions on the web to inform those campaigns.

Humana, which offers personal well being guidance to retirees, launched a new site in May of 2012 which captures personalization on three levels. The first level is with registration itself, the second is with an interactive assessment to find the member's interests in four specific content areas of the site: health, finances, relationships, and play. The third level captures how the member interacts with content such as reading, bookmarking, or sharing. A member also has additional menus for saving content and favorite authors, and tailored – for tailored recommendations. Within Drupal, there is a customer master that tracks everything. With it, you can look at segments and individuals and how the various marketing channels contribute to the goal. Then Humana can tag that all back to one master user, and analyze different marketing efforts. Drupal is also a strong platform for integrating siloed marketing systems with an open ecosystem

approach. For example, Humana’s partners need to leverage Adobe Site Catalyst for analytics and MailChimp for email campaigns allowing website registrants and users generated from other sources to be tracked and measured campaign wide.



## Connect with Prospects and Customers

You cannot properly adapt unless you take your metrics and testing seriously. To begin the process of connecting, test that minimum viable content you’ve just created, then identify which pieces are the most likely to motivate action. Content for testing could be a full-page advertisement, a whitepaper, a web form, a particular marketing message, a promotion, the website interface, or even the product. By leveraging emerging digital marketing techniques such as A/B and multivariate testing, the most relevant content will be dynamically presented at the right time in the customer journey. This measurement needs to occur simultaneously across all channels in order to help build and refine user profiles, create new customer segments, and ultimately automate the personalization of content to build brand loyalty.

In fact, sixty-two percent of consumers find personalized retail websites useful when shopping online, i.e., when an online store recommends products based on other items that the consumer may be browsing or buying (e.g., “You might like . . .”)<sup>6</sup>.

Once you have refined your tested content, initiate your campaign using a variety of techniques, such as:

- **Pushing your content out to social networking sites on a predetermined schedule.** For example, when your campaign launches, PR must make sure the announcement goes live at a very specific day and time simultaneously across multiple social networks.
- **Using existing communities to promote cross-channel initiatives and share content across mediums by leveraging the social nature of the web.** Capture customer information on social pages, send responses, and leverage mobile form factors for prospects to opt in on the spot, then reward them with coupons, discounts, or prizes.

The real empowerment occurs as you continue testing throughout your campaign, and uncover winning combinations of segments, content, messages, or creative.



## Convert Visitors into Loyal Brand Advocates

Once you have created your content and made a connection with your audience, it's time to convert them. A conversion can be defined in many ways, such as a sale, downloading a whitepaper, filling out a webform and hitting send, or clicking on a display ad.

Drive conversions with analytics and other tools, using testing and targeting techniques to refine your offering. Be sure to include customer service, support, and finance in your analyses and iterations. Eighty-two percent of respondents to the Q2 2010 Global Online Testing Forrester Wave Customer Online Survey said that conversions increased as a result of A/B and/or multivariate testing. See the November 17, 2010, "The State Of Online Testing 2010" report.

You will also want to pay attention to lead scoring, which tracks prospects' web behaviors and activities, then cross references them with particular customer profiles and segments. This process can be automated to identify qualified leads for sales and deliver them seamlessly, in priority order, based on your scoring methodology. Through lead scoring, the best leads get prioritized by the right sales person, in the right region, at the right time.

All organizations must engage their audiences, measure their results, and improve in areas that are not achieving their conversion goals. It is difficult to overestimate the importance of effective engagement: in fact one study found that poor online user experience, coupled with a lack of insight into why customers abandon websites, is causing businesses to lose 24% of their annual online revenues. That equates to more than \$50 billion a year lost in the US alone.<sup>1</sup>

As discussed, no one set of metrics is appropriate for all of these purposes. Systems that structure digital activities such as marketing campaigns with tight prospect-to-close conversion rates are not useful to governments providing disaster-relief information to citizens who must find information in 1-2 taps on a mobile phone. How an organization defines its engagement goals is key to implementing the appropriate tracking metrics.

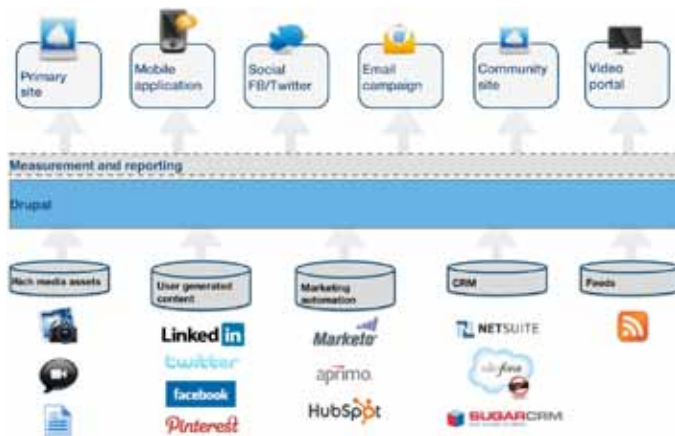
1. "Reducing Customer Struggle: Findings from eConsultancy's Customer Experience Survey," eConsultancy, Aug. 2011



## Capture and Refine Rich Customer Insights

Finally, by capturing and measuring the history and context of all customer interactions, organizations can better refine future programs and campaigns. By listening, measuring, and analyzing customers across channels and even siloed marketing and relationship systems, these customer insights drive not only the content presented, but offer digital marketers an opportunity to drive business strategies across organizational boundaries. To accelerate this process, Web Experience Management solutions built on Drupal offers deep integrations with leading web analytics platforms as well as CRM, email campaign, and marketing automation systems to ensure customer insights are captured, measured, tested and optimized for the next interaction.

Drupal's open architecture and ecosystem offer marketing leaders the opportunity to capture the broadest set of customer insights. Accordingly, the business, rather than IT has the freedom to decide what systems and tools are most effective to execute a particular campaign or digital strategy. These systems of record offer powerful data inputs that Drupal can leverage as a customer facing system of engagement out to the various customer interaction points along the customer journey.



*Drupal offers backend integration to leading systems such of CRM, ERP, Marketing Automation and other systems of record. Drupal offers a system of engagement to deliver captivating front end experiences across sites, channels, and devices.*

## Drupal: One Platform, Limitless Opportunity

Acquia provides a Drupal–optimized platform for building WEM solutions that empower you to build brand loyalty, generate demand, and expand your digital footprint to the widest audience possible. Leveraging these solutions on the Drupal platform, marketers can create rich experiences, connect more deeply with customers, convert more prospects into buyers, and capture rich customer insights to drive optimization at the next interaction point. These digital experiences are delivered seamlessly across web, mobile, and social channels, all while layering in and integrating with existing systems of record that are already working well in your environment. And the solution is designed with an elegance and simplicity in mind so every Digital Marketer, even the most novice can accelerate time to market and optimize their campaigns.



*Drupal is the only platform that offers Digital Marketing Organization a single unified interface for delivering content, community, and commerce across their digital properties.*

To power a truly digital business, your internal systems need to work seamlessly together. It is important to choose a system flexible enough for a digital marketer to engage stakeholders while powerful enough to integrate seamlessly across a broad range of backend systems of record to expose the deepest set of customer insights possible. Drupal accomplishes this feat by providing both marketing and IT agility across your organization.



Drupal is the optimal choice of Digital Marketers because of its long history as an open, flexible, and community-powered platform:

- Drupal offers a single, easy to use system for marketers to deliver content, community, and commerce seamlessly to customers. Since Drupal was built with social at its core, organizations don't have to learn multiple systems or toggle between Social Business software suites and Web Content Management platforms or ecommerce systems. It's one single marketing interface.
- Drupal offers fastest time to market for new digital marketing initiatives and new sites for leveraging the hottest, fastest growing communities and gadgets on the web, through continuous innovation.
- Drupal offers innovation at the speed of the web. With 17,000 developers worldwide, and through the power of a vibrant, thriving community, marketers don't have to wait for scheduled product development cycles every 6-9 months to embrace and exploit the latest technology trends.
- Acquia offers marketing buyers an operational buying model for WEM solutions built on Drupal so they may map IT investments on an annual basis based on site goals rather than a large up front capital expenditure. Marketing leaders can thus scale up incremental investment based on traffic and the success of web experience initiatives rather taking a leap of faith with a single vendor or technology stack.
- Acquia offers Digital marketing organizations the freedom of choice through an Open SaaS deployment and delivery model, which virtually eliminates any risk of vendor lock-in. Should you decide to move your site and content to another hosting provider, or decide to host it yourself, simply zip up the data and go.
- Acquia offers an open ecosystem of digital agency and technology partners to choose from so that marketing can decide which tools to leverage based on business requirements rather than IT requirements, schedules, or budgets. Drupal also offers pre-built integrations as a modern content repository for leading marketing, sales, and service investments such as ERP, CRM, Marketing Automation, and Analytics to lower risk and speed time to market.

## **Acquia: Driving whole product web experiences with Digital Agencies**

Drupal is the platform Digital Marketers need for building WEM solutions that forge deep engagement and connections with their customers. However, Acquia understands that to make customers successful, we need to partner with a broad swath of Digital Agency partners to deliver complete solutions.

The reasons outlined above for Digital Marketers to adopt Drupal as the platform for building Web Experience Management solutions are compelling. However, to achieve these lofty (and sometimes overwhelming) goals, organizations also need to partner with Digital Marketing Agencies. These Agencies can help map out a comprehensive top down digital strategy that ensures a scalable foundation and blueprint for success.

Acquia understands this requirement and aggressively partners with the world's most innovative Digital Marketing Agencies to offer "whole product" solutions. This "whole product" includes discovery and requirements analysis, the development of the core digital strategy through to the execution and measurement of individual multichannel campaigns. Digital Marketing Agencies bring the deep expertise required to plan for and map out best practices for customer engagement goals, campaign metrics, and data driven tracking techniques that deliver closed loop marketing. They help organizations harness the power of Drupal and empower digital marketers to create, connect, convert, and capture customer engagement. The full service nature of these agencies helps bring together people, process, and technology. It provides the glue that binds Drupal with successful digital marketing strategy, execution and ongoing optimization.

## Conclusion

Businesses are at their own inflection point with regards to delivering immersive customer experiences across the web and new emerging channels. The game has changed permanently for attracting and retaining customers as interaction points within the customer journey have migrated online from traditional brick and mortar channels. Those who embrace this challenge will be rewarded with greater conversions, a growing brand, and wider digital footprint to deliver their message to the market.

Generating new customer demand requires standing apart from the crowd by delivering personalized, tailored campaigns and content. It also requires expanding your digital footprint by offering immersive experiences wherever and whenever your customers want to consume content and interact with the brand. And finally, it requires building greater brand loyalty and awareness through deep customer connections that transcend channels, devices, and geographies with one voice.

Drupal offers one platform to embrace these challenges and differentiate your offerings in an increasingly complex digital world. Born of a thriving global community of talented, passionate developers, Drupal empowers Marketing organizations to control their own destiny through innovative, and adaptable Web Experience Management solutions.

The desire to accommodate rapidly changing consumer sentiment and preferences, along with the need to pivot quickly from a competitive perspective, requires a fast and flexible framework to enter a new market, deliver a new promotion, or engage a new customer segment. Overall, Drupal is the most open, flexible, innovative, and community-powered platform available for helping agile Digital Marketing organizations deliver closed loop, data driven, and immersive online customer experiences across web, mobile, and social channels.

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