

Personalize content, match intent, improve performance

56%

Higher form submission rates

245%

Lift in "Get-A-Quote" form

\$1.2M

Booked revenue

OVERVIEW

Geoforce, a leading global provider of satellite and cellular based rugged asset tracking solutions, utilized 3radical's Voco Platform to quickly identify website visitors' industry and needs, enabling them to deliver personalized content and improve lead performance.

THE CHALLENGE

Geoforce provides solutions to 10+ different industries. As such, they have website content catering for each of these industries. But how do they responsively surface the right content when they don't know anything about the site visitor? They needed to create a seamless journey ensuring new visitors were efficiently directed toward the most relevant content based on industry and need, while still enabling visitors to easily contact sales and/or request a quote on the spot.

ABOUT GEOFORCE

Geoforce provides asset management hardware and software solutions utilizing rugged GPS technologies accessible via customizable web-based software and enterprise grade web services. Industries include oil and gas, agriculture, transportation and logistics, construction, government and defense, and more.

THE SOLUTION

3radical deployed Voco, its Audience Engagement and Earned Data Platform, on behalf of Geoforce, to optimize their enquiry and quote form. By creating an experiential digital modal, Geoforce is able to earn consented data directly from site visitors, which shortens the lead forms, improves completion rates, and passes data to Geoforce's CRM database. This enables Geoforce to personalize welcome and follow-on communications with site visitors via mounted website content.

The modal immediately prompts the visitor to select which industry they represent. From there, the visitor can either branch off to relevant content or continue to provide more information about their specific needs. If they choose to browse, all content on the homepage is responsively personalized to their respective industry. If they choose to provide more information, they are given the option to be directed to either more specific content or a "Get a Quote" form. Regardless of path, once the visitor reaches the quote form, its completion will be shortened by excluding form fill for all the data the visitor already responded with answers for within the modal, e.g., industry, asset type, # of assets, etc.

THE RESULTS

The 3radical solution provided an overall 50%+ lift in quote completes. Further there was a 245% lift in completed quotes for those who had a shortened 'Get a Quote' experience. Additionally, Geoforce achieved an annual incremental \$1.2 M in booked revenue and an estimated \$365K in closed revenue specifically linked to the digital experience 3radical provided.



This solution enabled us to significantly streamline our web experience for our customers and prospects. Ongoing AB testing and optimization efforts should continue to increase our visibility into customer behavior, providing ongoing value to our business.



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