http://demandbase.carlinowebdesign.com/solutions-overview/forms/?stage=Live

Reader

Google

Debug: Response | Logic Engine

demandbase®

Forms

Home / Solutions » Forms

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Get More Leads and Better Data!

- Increase Form Conversion Rates by Shortening Forms and Appending *More* Data in Real-Time
- Even Correct User-Entered Errors

Better Data More Leads →

Avoid the Lead gen Trade-off

This eBook pairs best-practice strategies for Web Forms with NEW actionable tactics to improve form conversions without sacrificing lead data!

Download the eBook today >

Shorter forms increase conversion.

With the Demand Real-Time ID Service plugged in to your web forms, corporate identity and office location are known immediately and automatically delivered when the form is completed. This critical firmographic* data is available without requiring additional form fields which means you have less form abandonment. Greater completion means more identified leads that are loaded, scored and distributed to the Sales team. Data accuracy and corporate information lets Sales spend more time prospecting and selling and less time researching lead information.

eBrochure

Know Who's Knocking on your Door

And benefit from being able to give them what they want when they arrive.

Read About Demand Real-Time Identification Service >

Webinar

Inbound + Outbound = ROI Bound

Inbound marketing activity is nothing without outbound follow up, with Mike Damphousse from Green Leads.

View Now >

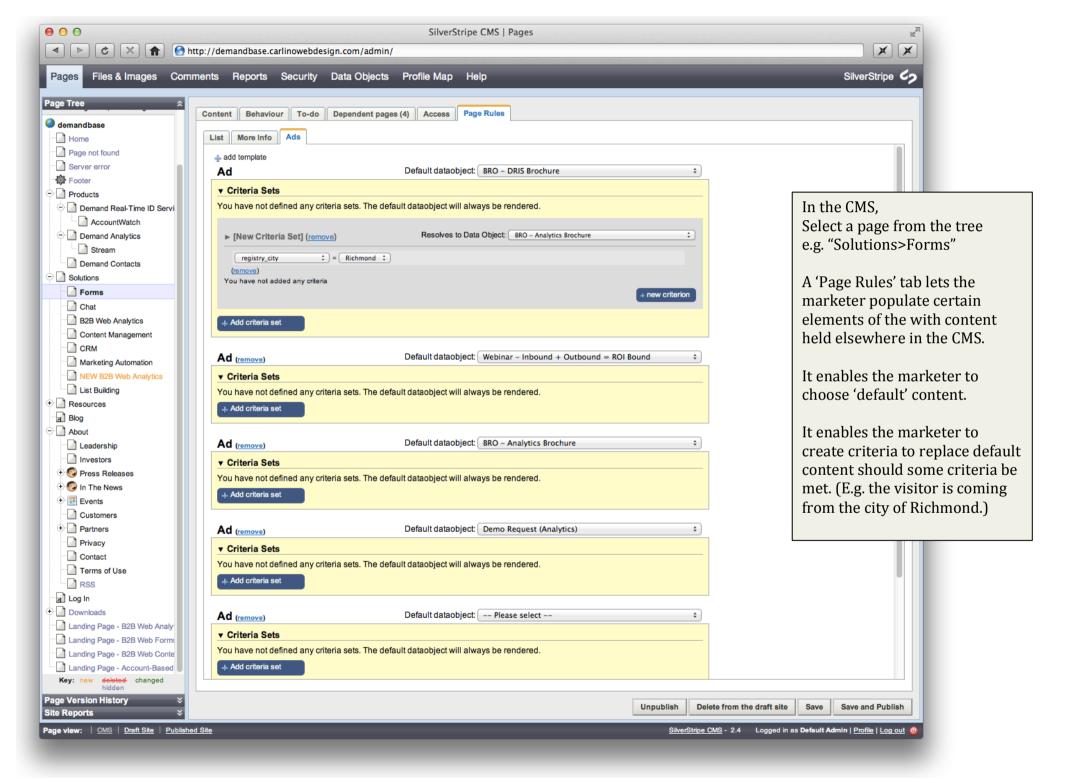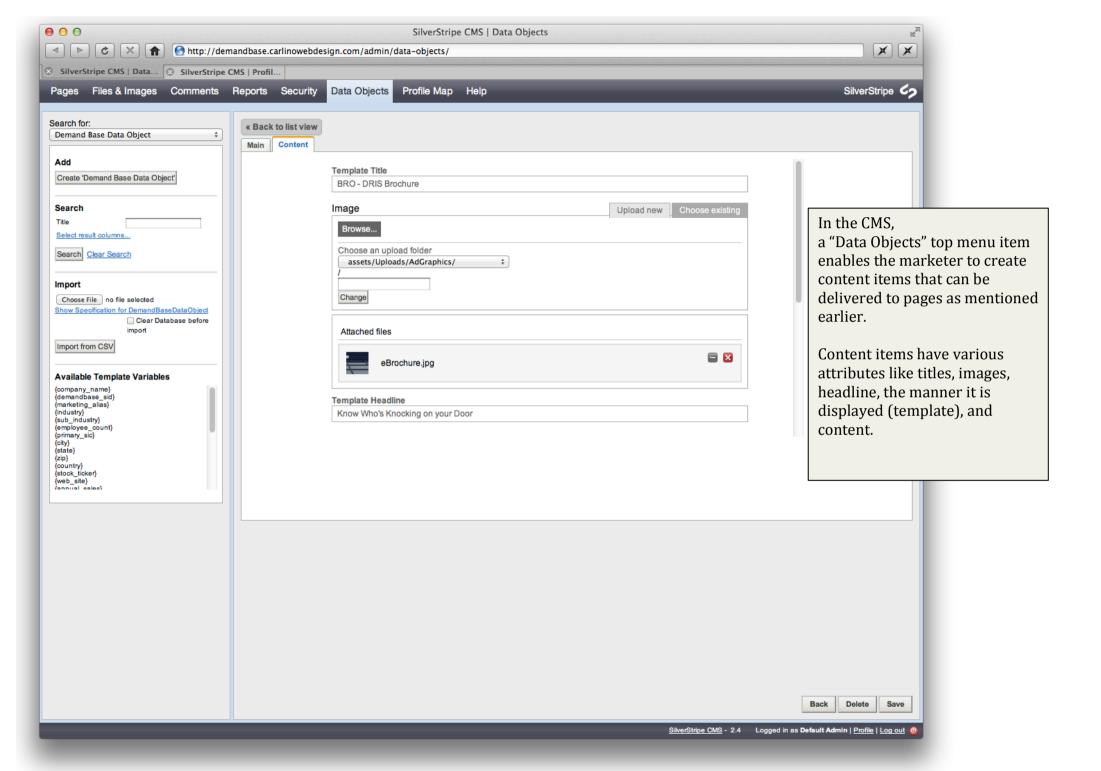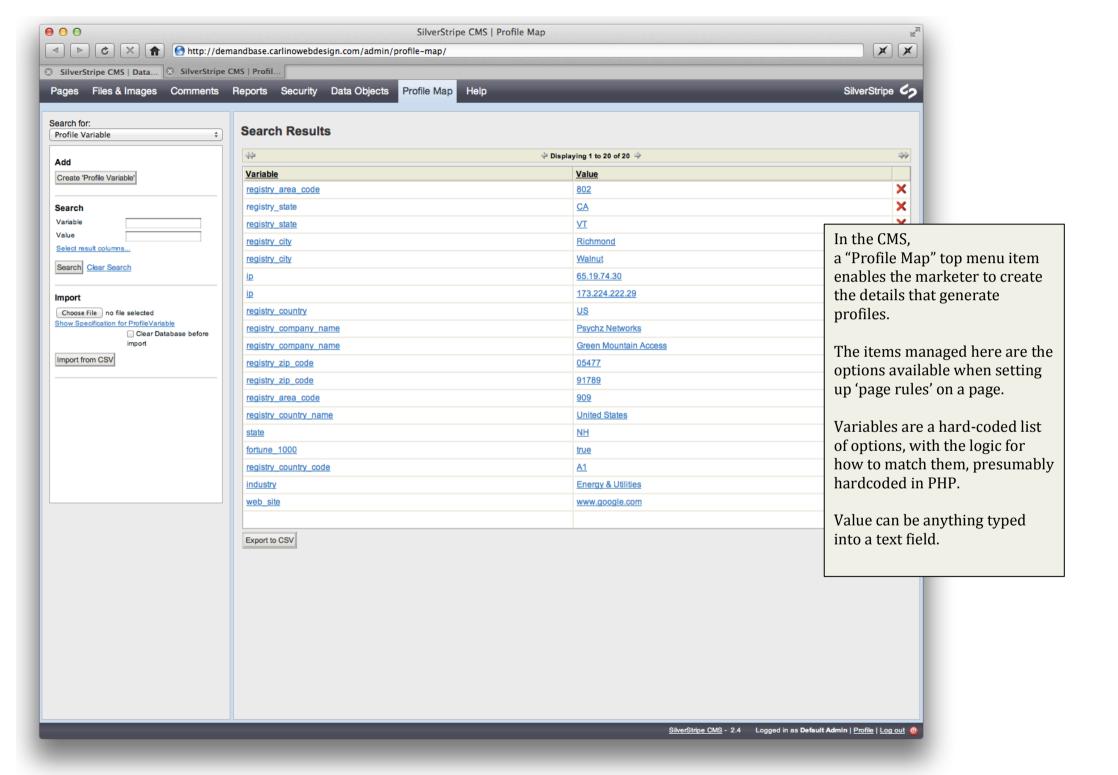Shortened forms immediately expand your lead capture by simplifying the path to completion. Typically

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Right hand boxes (e.g. eBrochure, Webinar) are examples of what can be personalised.

SilverStripe CMS | Pages

http://demandbase.carlinowebdesign.com/admin/

Pages Files & Images Comments Reports Security Data Objects Profile Map Help   SilverStripe

Page Tree

- demandbase
  - Home
  - Page not found
  - Server error
  - Footer
  - Products
    - Demand Real-Time ID Servi
      - AccountWatch
    - Demand Analytics
      - Stream
    - Demand Contacts
  - Solutions
    - **Forms**
    - Chat
    - B2B Web Analytics
    - Content Management
    - CRM
    - Marketing Automation
    - NEW B2B Web Analytics
    - List Building
  - Resources
  - Blog
  - About
    - Leadership
    - Investors
    - Press Releases
    - In The News
    - Events
    - Customers
    - Partners
    - Privacy
    - Contact
    - Terms of Use
    - RSS
  - Log In
  - Downloads
  - Landing Page - B2B Web Analy
  - Landing Page - B2B Web Forms
  - Landing Page - B2B Web Conte
  - Landing Page - Account-Based

Key: new deleted changed
     hidden

Page Version History
Site Reports

Content Behaviour To-do Dependent pages (4) Access **Page Rules**

List More Info **Ads**

+ add template

Ad   Default dataobject: [BRO – DRIS Brochure ▼]

▼ Criteria Sets
You have not defined any criteria sets. The default dataobject will always be rendered.

▶ [New Criteria Set] (remove)   Resolves to Data Object: [BRO – Analytics Brochure ▼]
[registry_city ▼] = [Richmond ▼]
(remove)
You have not added any criteria   + new criterion

+ Add criteria set

Ad (remove)   Default dataobject: [Webinar – Inbound + Outbound = ROI Bound ▼]

▼ Criteria Sets
You have not defined any criteria sets. The default dataobject will always be rendered.
+ Add criteria set

Ad (remove)   Default dataobject: [BRO – Analytics Brochure ▼]

▼ Criteria Sets
You have not defined any criteria sets. The default dataobject will always be rendered.
+ Add criteria set

Ad (remove)   Default dataobject: [Demo Request (Analytics) ▼]

▼ Criteria Sets
You have not defined any criteria sets. The default dataobject will always be rendered.
+ Add criteria set

Ad (remove)   Default dataobject: [-- Please select -- ▼]

▼ Criteria Sets
You have not defined any criteria sets. The default dataobject will always be rendered.
+ Add criteria set

Unpublish Delete from the draft site Save Save and Publish

Page view: | CMS | Draft Site | Published Site   SilverStripe CMS - 2.4   Logged in as **Default Admin** | Profile | Log out

---

In the CMS,
Select a page from the tree
e.g. "Solutions>Forms"

A 'Page Rules' tab lets the marketer populate certain elements of the with content held elsewhere in the CMS.

It enables the marketer to choose 'default' content.

It enables the marketer to create criteria to replace default content should some criteria be met. (E.g. the visitor is coming from the city of Richmond.)

SilverStripe CMS | Data Objects

http://demandbase.carlinowebdesign.com/admin/data-objects/

SilverStripe CMS | Data...   SilverStripe CMS | Profil...

Pages   Files & Images   Comments   Reports   Security   **Data Objects**   Profile Map   Help   SilverStripe

Search for:
Demand Base Data Object

« Back to list view

Main   **Content**

Add

Create 'Demand Base Data Object'

Search

Title

Select result columns...

Search   Clear Search

Import

Choose File   no file selected

Show Specification for DemandBaseDataObject

☐ Clear Database before import

Import from CSV

Available Template Variables

{company_name}
{demandbase_sid}
{marketing_alias}
{industry}
{sub_industry}
{employee_count}
{primary_sic}
{city}
{state}
{zip}
{country}
{stock_ticker}
{web_site}
{annual_sales}

Template Title

BRO - DRIS Brochure

Image   Upload new   Choose existing

Browse...

Choose an upload folder

assets/Uploads/AdGraphics/

/

Change

Attached files

eBrochure.jpg   ▬ ✖

Template Headline

Know Who's Knocking on your Door

Back   Delete   Save

In the CMS,
a "Data Objects" top menu item
enables the marketer to create
content items that can be
delivered to pages as mentioned
earlier.

Content items have various
attributes like titles, images,
headline, the manner it is
displayed (template), and
content.

Pages   Files & Images   Comments   Reports   Security   Data Objects   **Profile Map**   Help   SilverStripe

Search for:
Profile Variable

Add

Create 'Profile Variable'

Search

Variable
Value

Select result columns...

Search   Clear Search

Import

Choose File   no file selected
Show Specification for ProfileVariable
☐ Clear Database before import

Import from CSV

Search Results

Displaying 1 to 20 of 20

Variable	Value	
registry_area_code	802	✗
registry_state	CA	✗
registry_state	VT	✗
registry_city	Richmond	
registry_city	Walnut	
ip	65.19.74.30	
ip	173.224.222.29	
registry_country	US	
registry_company_name	Psychz Networks	
registry_company_name	Green Mountain Access	
registry_zip_code	05477	
registry_zip_code	91789	
registry_area_code	909	
registry_country_name	United States	
state	NH	
fortune_1000	true	
registry_country_code	A1	
industry	Energy & Utilities	
web_site	www.google.com	

Export to CSV

In the CMS,
a "Profile Map" top menu item enables the marketer to create the details that generate profiles.

The items managed here are the options available when setting up 'page rules' on a page.

Variables are a hard-coded list of options, with the logic for how to match them, presumably hardcoded in PHP.

Value can be anything typed into a text field.

http://demandbase.carlinowebdesign.com/solutions-overview/forms/?stage=Live

Debug: Response | Logic Engine

hide

registry_company_name: Knossos Networks Limited   **registry_city:**   **registry_state:**

registry_zip_code: **registry_area_code:**   **registry_country_code:** NZ

isp: 1   **information_level:** Basic   **audience:** SMB

audience_segment: **ip:** 202.160.48.160

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Debug: Response | Logic Engine

Attempting to render ListTemplate
No criteria sets exist. Rendering default template "Forms"
Attempting to render MoreInfoTemplate
No criteria sets exist. Rendering default template "E-book"
Attempting to render AdTemplate
No criteria sets exist. Rendering default template "BRO - DRIS Brochure"
Attempting to render AdTemplate
No criteria sets exist. Rendering default template ""
Attempting to render AdTemplate
No criteria sets exist. Rendering default template "Webinar - Inbound + Outbound = ROI Bound"
Attempting to render AdTemplate
No criteria sets exist. Rendering default template ""
Attempting to render AdTemplate

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eBrochure

When browsing the site while logged in, a debug menu shows up at top left.

It enables developers and marketers to:

1. "Response" - See the value of variables currently set.
2. "Logic Engine" – See the rules applied and where content is being taken from and why.

Thoughts from Sigurd Magnusson, sigurd@silverstripe.com, 16 May 2012.

Like:
- Ability to create content items that can be used and repurposed anywhere in the site.
- Ability to choose what content is shown on a page by page basis.
- Debug screen visible when browsing the website

Concerns:
- A lot of steps to create profiles, content, and rules for what content should be showed in what circumstances. All that flexibility has a downside in terms of complexity and time needed to setup, maintain, and measure effectiveness of the personalisation.
- Variables and Criteria are technical in name and hard for marketers (as opposed to developers) to understand. E.g. audience_segment and registry_area_code. Removal of underscores, better naming, and help text for each item would be useful.
- It would be simpler (is this better?) to create the notion of "Audience profiles", wherein
  o These are either created using a GUI or at code level, and enable, for instance "New Yorker", "Fortune 500 company", etc.
  o On a page by page basis, instead of choosing criteria "City" and value "New York", you just tick "New Yorker" from a list of "Audience profile" checkboxes.
- No ability to personalise "standard" page elements (e.g. $title, $content.). This isn't necessary, but just to point out this feature doesn't appear to exist
- No reporting on the frequency that profiles match site visitors, and what content is being delivered. (i.e. the ability for the marketer to know if the personalisation is useful, being used, and how to improve it it.)