8x8 SOLUTIONS

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- Agnes Oetama

Key Takeaways

8x8, one of the largest VoIP service providers in the United States, has chosen VisitorTrack's anonymous business visitor tracking solution to identify bounces on their website. 8x8 is known for their cloud-based unified communications and hosted call center software solutions. 8x8 chose VisitorTrack because:

- VisitorTrack identified 27% more usable traffic.
- It produced higher open rates from emails sent using contacts integrated with VisitorTrack.
- For a one woman team supporting over 100 sales representatives, VisitorTrack is easy to manage and use.

The Challenge

At the end of last year, 8x8's marketing team was discussing a technology that a competitor was using to capture anonymous visitors to their website. 8x8, a leading business VoIP provider, realized that they had a gap in this area and needed a solution to identify the bounces to their own website so that they could market to their visitors that had abandoned their site.

Agnes Oetama, Marketing Analyst for 8x8, was charged with researching, implementing and managing this new solution. Agnes began researching different solutions and came down to two – netFactor's VisitorTrack and LeadLander. She did a trial of both products and ran side-by-side comparisons, considering such attributes as:

- **Features:** Reporting capabilities and contact database integration.

- **Ease of Use:** Intuitive design and readily available online resources to help them get started.

- **Results/Functionality:** Percentage of identifiable traffic (companies and contacts), email deliverability rate and open rate.

The Solution

After the trial was completed, Agnes drew up her results and submitted her recommendation. "In the trial, we found that VisitorTrack identified 27% more usable traffic than the other provider we tested," stated Agnes. "Also, we liked the fact that VisitorTrack integrates with a con-

tact database (ZoomInfo)."

With the contacts, 8x8 performed email drip marketing campaigns to those who bounced from their site. "(VisitorTrack's contacts) had a higher open rate - on average over one percentage point. Combine this higher open rate with the 27% more identified traffic, and VisitorTrack was a double plus for me."

Currently, 8x8 integrates VisitorTrack in their sales and marketing processes by identifying those companies who have abandoned their website, downloading appropriate contacts at those companies directly from the console, and then launching drip marketing to these visitors with their existing marketing automation platform, Marketo.

Agnes then distributes leads from drip marketing campaigns to Sales Development Representatives who prequalify them and send to the appropriate team member.

The VisitorTrack Difference

With supporting over a 100-person sales team, the importance of ease of use is essential to Agnes. "I'm a one-woman lead distribution team and VisitorTrack is very user-friendly. The ability to automate reports, pull contacts and triggers is key." Agnes especially likes the function of triggers as they allow her to set up real-time email alerts when a company comes to the 8x8 website within her set criteria, such as geography and company size. She uses the feature to include contacts within her trigger emails so she can download all of the records and emails from VisitorTrack and upload them to their marketing automation platform to launch drip marketing campaigns.

An added benefit of VisitorTrack is that they get 3000 new contacts to add to their database with the automatic ZoomInfo integration. This addition helps grow their database with contacts to remarket. "The contacts produce similar open rates to our pre-existing in-house list, which we found pretty impressive," mentions Agnes.

Within the first weeks of initiating VisitorTrack, 8x8 had seven leads with a solid opportunity in the pipeline to produce a positive ROI for their VisitorTrack contract period. Agnes is "happy with our choice to go with VisitorTrack and will continue to use it for our solution to identify the anonymous visitors to our website."

8x8, Inc. (NASDAQ:EGHT) offers a comprehensive portfolio of unified, cloudbased communications and collaboration solutions that includes hosted cloud telephony, office communications, contact center, video conferencing and virtual desktop software and services. The company has been delivering business services to SMB, mid-market and distributed enterprises since 2004 and has garnered a reputation for technical excellence and outstanding reliability. For more information on 8x8, visit **www.8x8.com.**

netFactor Corporation is a leading provider of web visitor intelligence for B2B enterprises. netFactor's flagship information service, VisitorTrack®, delivers real-time insights on the web activities of business buyers who would otherwise go unnoticed. Why VisitorTrack? Because information is money. We believe the more information we can deliver about anonymous web visitors, the more sales executives can get ahead of their buyers' decision journey resulting in more sales and higher margins. For details, please visit **www.netFactor.com.**