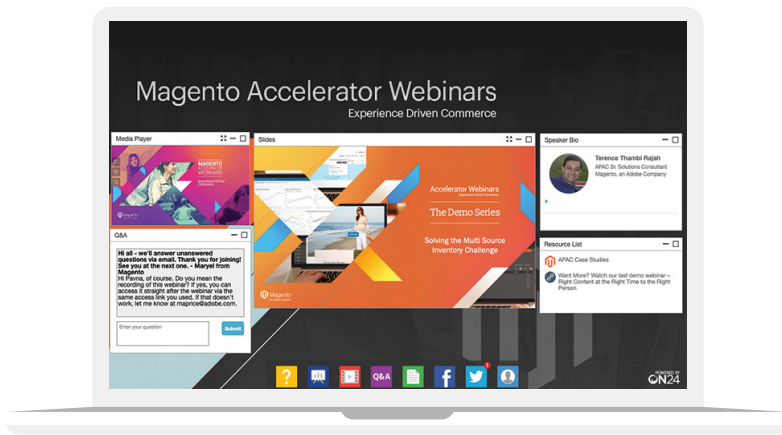




HOW MAGENTO ACCELERATES PIPELINE WITH A WORLD CLASS WEBINAR EXPERIENCE




 **847%** Uplift in pipeline

 **3X** Faster to generate lead opportunities

 **6%** Over target registrations on average

 **30%** Average on-demand attendance

 **7%** Of all live attendees have watched at least two webinar episodes

ABOUT MAGENTO

Name: Magento, an Adobe Company

Headquarters: San Francisco, CA

Founded: 2008

Employees: ~700

Funding: M&A

Industry: E-commerce / B2B Technology

Magento Commerce, an Adobe Company, is the leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries, with more than \$155 billion in gross merchandise volume transacted on the platform annually. In addition to its flagship

digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento Commerce is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace.

INTRODUCTION

Today's business to business (B2B) marketplace is crowded. To compete in this crowded marketplace as an ecommerce platform, Magento focuses on providing optimal customer experiences that help Magento stand out amongst its competitors. In turn, it places a major emphasis on helping its clients create



equally compelling and unique shopping experiences for their customers.

In order to become the go-to resource for CX best practices for its customers and to attract potential new clients, Magento turned to webinars to lead with value and educate its audience. However, at the beginning of its webinar program, it found that its webinar resources were falling short of the proudly touted unique customer experience to which it held itself standard. Its webinars were not an “experience” of any sorts and Magento knew that this had to quickly change.

PROBLEM

Magento’s goal with its webinar program was to inspire and help its leads and customers paint a vision of what their future online business could look like. Information sharing and education around digital transformation was top priority. But Magento was faced with a number of problems to overcome in order to create this level of customer experience:

- **Global Audience Targeting.** Magento had a large global audience, but its webinars were all US-based. This created inconsistent messaging that wasn’t always relevant or localized, which was the exact opposite of the type of business practices it encourages of its clients.
- **Lack of Strategy.** Webinar were produced on an ad hoc basis with no planning or integration into larger company-wide marketing campaigns.
- **Limited Functionality.** Due to the previous webinar tool’s lack of on-demand functionality, a webinar’s life cycle was minimal past the initial airing, leading to missed opportunities to convert prospects.
- **Stagnant Leads.** Top of the funnel leads were getting stuck at the top, resulting in loss of potential pipeline and revenue. Magento needed to move them down the funnel at a faster rate by building trust and more valuable experiences.



Customer experience is at the heart of everything that we do. ON24 is one of the best platforms out there because it helps us bring the webinar experience to life for our customers and makes webinars easier and more efficient.”

MARVEL ROMAN-PRICE


**APAC FIELD COMMERCE MARKETING MANAGER
MAGENTO**

- **Low Budget.** Magento had minimal budget to fund full production webinars, but wanted to create impactful experiences to stand out from other B2B companies who were also doing webinars.

SOLUTION

Magento created a series of webinars that told a cohesive story to its audience and created a compelling ongoing experience that would provide value far beyond the initial webinar airing. With the support of the ON24® Platform, the Magento Accelerator Webinar Series teaches its clients to understand its customers needs, how to use those needs to improve the buying journey and how to boost sales from online to offline. Throughout this series, Magento leveraged a number of ON24 engagement tools:

- **On-brand Engagement Marketing.** ON24 allows Magento to easily brand its webinar series into content that captures audience attention while remaining consistent with Magento’s brand identity. It uses this customized



webinar console to increase content engagement, provide additional opportunities to experience different types of brand marketing and enhance the overall audience experience.

- **Always On Experiences.** Magento creates a resource center directly on its website to promote its webinars on-demand, outside of the single live webinar setting. Content is then repurposed in Magento's nurture programs, for PR, its corporate blog and to also help promote upcoming webinars.
- **Live Experiences.** ON24 offers a number of live experience capabilities including Q&As, polls and surveys that integrate directly into Magento's webinars. Magento is also able to produce live demos of its products in an interactive online format that has global reach. Audiences, particularly new leads, have the opportunity to ask questions live and feel supported with one-on-one attention at a massive scale.

RESULTS

Since working with ON24, Magento has generated a 847% uplift pipeline for new business at a 3x faster rate than with its previous webinar platform and is able to better educate its existing customer base. This has resulted in better customer retention and upselling opportunities. Through ON24 surveys, Magento has found that 99.05% of its viewers have found its webinars helpful and sees 7% of all live attendees return to participate in additional webinars.