



# INTERACTIVE CONTENT ACROSS THE FUNNEL

Engage and Convert by Putting Customers in Control

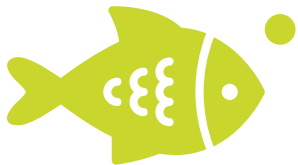
# It's Time to Give Up Control ...but Still Get What You Want

Making sure you have a “customer-centric” approach is sage and popular advice, and now it’s truer than ever. As B2B marketers, our job used to mean artfully steering every potential buyer toward a sale. Now it means creating a seamless customer-centric experience and handing them the wheel. Today’s customers are researching their options, searching for answers and evaluating solutions online. Alone. All the time. They want to be in control, and they’re not necessarily open to much involvement from Sales until they are ready.

So how do we put customers in the driver’s seat, engage with them on their journey, and help guide them to their destination?

With interactive content.

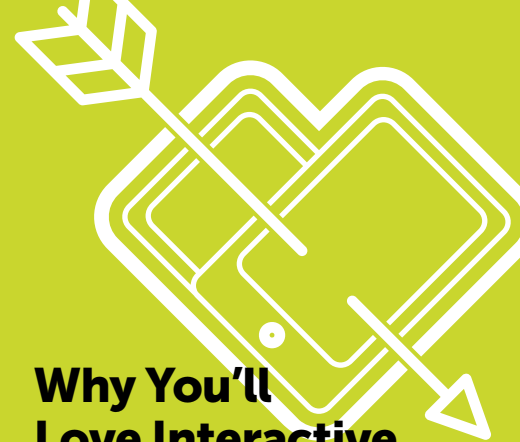




We all know it and we might feel sad about it, but it's true. Our attention spans have drastically decreased. Some research says they're as low as eight seconds. That's about the same as a goldfish.

But whether it's eight or twenty-eight seconds, to truly connect on an intellectual and emotional level with potential customers, you need to provide engaging content experiences. **That's the job interactive content was created to do and the reason successful B2B marketers are adopting and embracing customer-centric, interactive content more and more each day.**

It beats short attention spans and thoroughly engages your audience while educating, persuading and empowering customers at every stage of their journey. Plus, it does these things without introducing them to Sales before they're ready.



## Why You'll Love Interactive Content

- Increases conversions
- Builds credibility by answering customer questions
- Generates a high volume of specific customer data
- Engages customers across the funnel

Interactive content  
**generates**

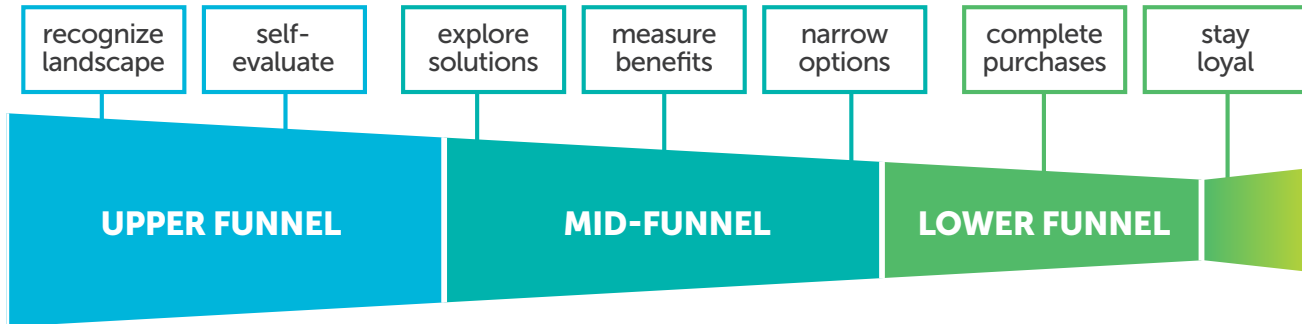
**2x**

**more conversions**  
than static content

# Benefits Across All Stages

Interactive content can engage prospective and current customers and overcome objections at every stage of the funnel. And at every stage, different types or combinations of interactive content can serve different purposes.

## Interactive content helps customers ...



## Why Customers Love Interactive Content

- Lets them self-direct the purchase journey
- Reveals ways to improve their business
- Helps them explore product functionality
- Shows which products meet their needs
- Gives them the confidence to buy



## DATA VISUALIZERS

help customers  
recognize  
landscapes

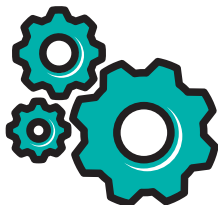
page  
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## ASSESSMENTS

help customers  
self-  
evaluate

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helps customers  
stay  
loyal

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# 7 Types of Interactive Content

and Their Place in the Customer Journey

UPPER FUNNEL

MID-FUNNEL

LOWER FUNNEL



# Data Visualizers

*Show them what the numbers add up to*

Early in the funnel, before convincing potential customers you have a solution, you may have to convince them they have a problem. Data visualizers are a great tool for this job. They display relevant data from all kinds of sources in ways that show meaning. Charts, graphs and maps can be filtered and searched in unique and relevant ways. When buyers can see problems or opportunities, they're more likely to ask, "Do I have them too?"

## Consider a data visualizer if you ...

- Generate a large volume of customer-relevant data
- Have a data-centric service offering
- Want to raise awareness about an industry issue



# WHY CUSTOMERS LOVE THEM

**They learn about issues and opportunities while staying anonymous.**

- No need to self-identify
- Little investment of time or energy
- See a big-picture view of common problems

# WHY YOU'LL LOVE THEM

**Your customers will embrace, rather than resist, change.**

- Soften resistance to change with hard data
- Users identify problems on their own
- Highlight industry problems to attract high-funnel prospects





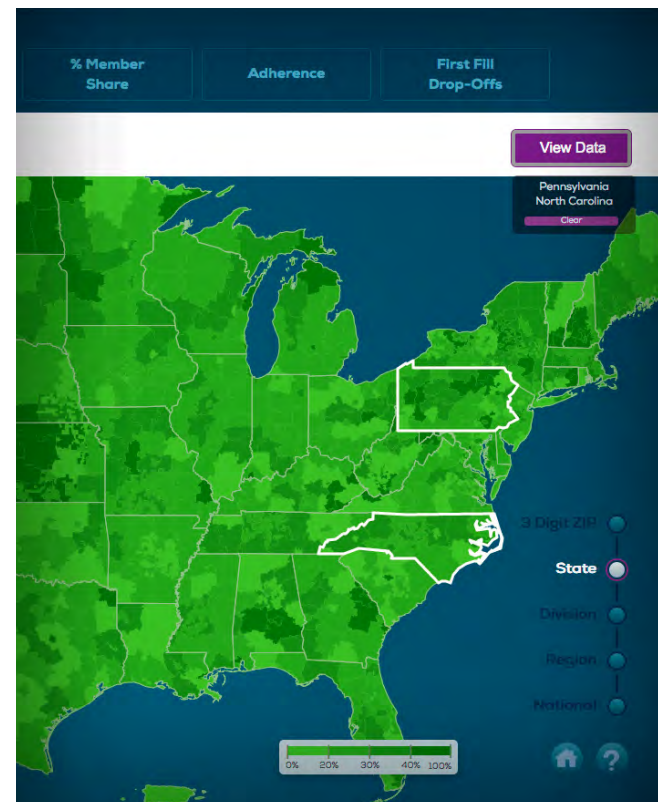
# Case Study: PBM Interactive Analytics Experience

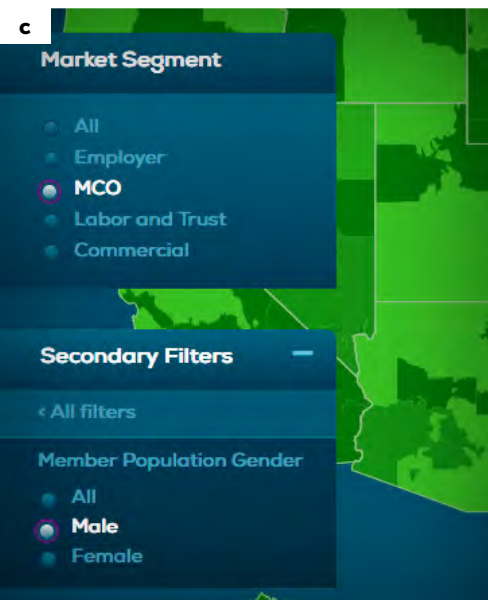
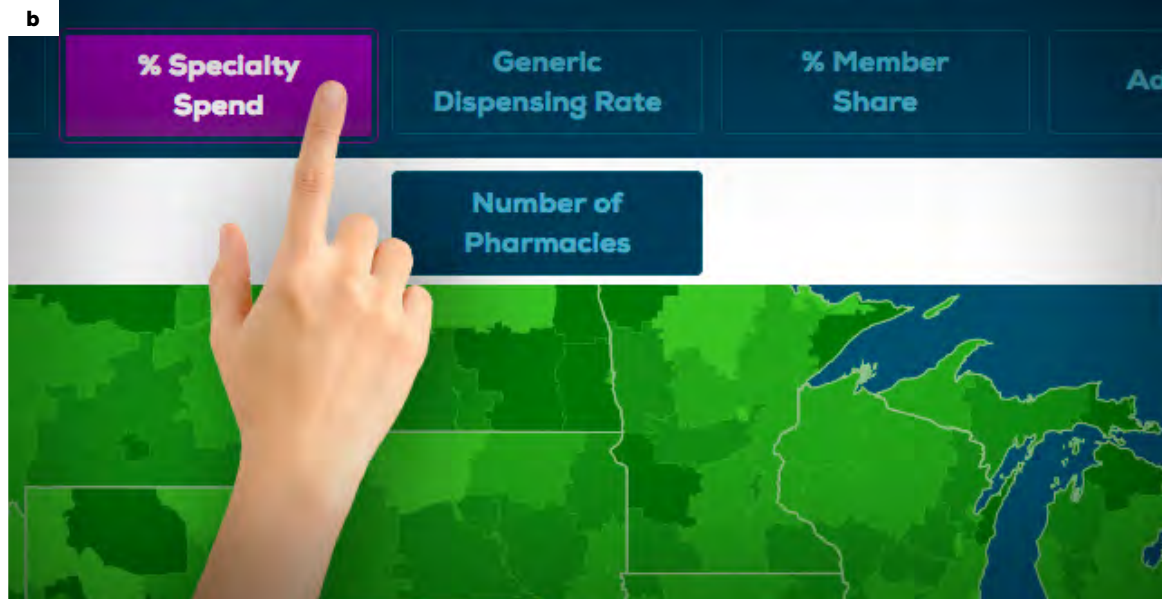
## CHALLENGE

Pharmacy benefit management (PBM) companies use data in every decision. They make predictions that help insurance providers promote patient health and decrease costs. But despite the central importance of data to their services, that data is usually too dry or granular to interest prospects without context.

## SOLUTION

One PBM provider created an interactive analytics experience that lets prospects explore its data in ways that matter to them. Users filter and search through metrics from the provider's existing clients to estimate their own potential cost savings. Many prospects spend over 45 minutes diving into the data — without needing help from a salesperson.





**d**

	Illinois	Oklahoma	Company
% Specialty Spend	##%	##%	##%
Per-Member-Per-Month	\$##	\$##	\$##
Year-Over-Year Trend	##%	##%	##%
Generic Dispensing Rate	##%	##%	##%
% Member Share	##%	##%	##%
Adherence	##%	##%	##%
First Fill Drop-Offs	##%	##%	##%
High School Graduation Rate	##%	##%	##%
Average Household Income	\$##	\$##	\$##

Compare Data  
Select up to three areas to compare and select "View Data"

View Data

(a) The PBM provider flowed key metrics from its client base into an interactive, touch-screen map. (b) To use the map, users apply a variety of filters to select the most relevant data segments for their business. (c) They can search by geography, market segment, medication type, patient demographics and more. (d) Each search reveals the potential cost savings the provider could deliver.



# Assessments

*Ask questions that help clarify their challenges*

Even when customers know there's a problem in their industry, they might not think it's a problem for them. Assessments can help them understand the true impact.

Interactive assessments ask customers questions to evaluate their performance and identify their challenges. But that's not all. They can also send users customized reports based on their answers. They can recommend next steps to improve their scores. Or they can invite users to review their results with your sales team — so you can solve their newfound challenges together.

## Consider an assessment if you ...

- Want customers to make a transformative change
- Target multiple personas with different pain points
- Rely on sales conversations to determine fit



# WHY CUSTOMERS LOVE THEM

**They get a clear action plan to address specific challenges.**

- Quickly identify major business challenges
- Instantly receive actionable next steps
- Increase alignment among key decision-makers

# WHY YOU'LL LOVE THEM

**Your customers get a sense of urgency to make a change, and soon.**

- Highlight pain points your company can solve
- Make your product appear highly relevant
- Gather insight to accelerate the sales discovery process



# Case Study: Modern Marketing Assessment

## CHALLENGE

B2B marketing is evolving fast. The purchase journey is going digital. Buyers' expectations for relevant content are increasing. And most B2B marketers are feeling the pressure to modernize. But it can be tough for marketers to know what needs improvement — let alone what to do about it.

## SOLUTION

The Mx Group built a modern marketing assessment to help B2B companies create a plan to evolve their marketing. It highlights key areas of strength and weakness. It offers real-time peer benchmarking. And it gives users concrete recommendations to improve their performance.



Click Here to  
Explore the  
Assessment!

You won't get a follow-up call unless you request one.



a

# Strategy

## 1. What's your marketing team's ultimate responsibility?

- ☐ Generating initial prospect engagement.
- ☒ Generating marketing-qualified leads (MQLs).
- ☐ Contributing to revenue.

## 2. How often do your sales and marketing teams collaborate and coordinate strategies?

- ☐ Rarely.
- ☒ Occasionally.
- ☐ Frequently.

b

## Your Overall Score Is:



**WEAKNESS**

c

## Your Modern Marketing Score Is: **Weak**

### Your Overall Score Is:

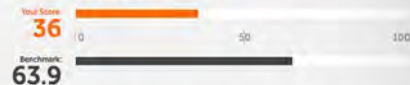


**WEAKNESS**

Your overall score is a weighted average across the seven categories detailed below.

### How You Compare

See how your score stacks up against other marketers.



**Benchmark:** The combined and current average score of other marketers like you who have taken The Mx Group's Modern Marketing Assessment.

### What Your Score Means

Your score was calculated using your responses to this assessment, which is based on SiriusDecisions' approach to modern marketing. This leading B2B research and advisory firm provides insights on what modernized marketing functions should look like across different operational areas.

**WEAK 22%** **AVERAGE 64%** **BEST IN CLASS 14%**

SiriusDecisions has found that approximately 64% of B2B marketers can be considered of "average" modern marketing maturity, 22% as "weak" and 14% as "best in class." The specific benchmarks in this report provide a real-time comparison of how you stack up against other marketers who have taken this assessment.

We've provided high-level recommendations for your organization across each category if you'd like to discuss your results in greater detail, please [contact us](#).

[Print my results](#)

d



Benchmark: **11.2**

## 2. Technology and Infrastructure

**ROOM FOR IMPROVEMENT**

e



- (a) The assessment asks users questions about their marketing in seven categories. (b) Then, users automatically receive their overall score. (c) An instantly emailed report contains category-specific breakdowns and actionable recommendations. (d) The report includes real-time peer benchmarking, so users can compare themselves to their fellow marketers. (e) Users also receive a PowerPoint of their report to share with internal stakeholders.



# Demonstrations

*Let them see your value for themselves*

You could tell potential customers why your product is the best fit. But it's more powerful and credible to show them with an interactive demonstration — while letting them keep investigating on their own. For simpler products, a video demo might be all you need. But more complex products often benefit from simulations. Customers can use these interactive demonstrations to control digitized versions of your product, manipulating variables like time or human action to match the scenario to their circumstances. They'll see exactly what your product can do for them.

## **Consider a demonstration if you ...**

- **Sell a complex product or set of products**
- **Want to highlight unique differentiators**
- **Get more demo requests than your sales team can handle**



# WHY CUSTOMERS LOVE THEM

**They see exactly how their problem can be solved.**

- Try out the product with no risk or pressure
- Easily evaluate core benefits and determine fit
- Understand more sophisticated functionality

# WHY YOU'LL LOVE THEM

**You can highlight your benefits in an engaging, credible way.**

- Prove the benefits you're selling are real
- Increase customer desire for the value you offer
- Advance prospects through the funnel faster





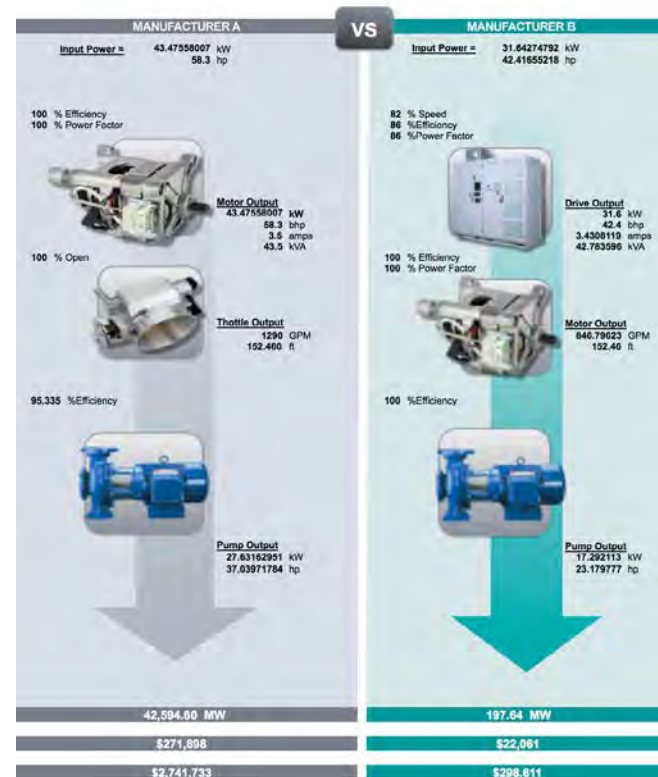
# Case Study: Energy Simulation

## CHALLENGE

A major industrial manufacturer takes an innovative approach to voltage and frequency control. That new approach has many benefits, but it presents a big change for buyers. The manufacturer's challenge was to show how the rewards of change would outweigh the risk compared to competing solutions.

## SOLUTION

The manufacturer built a simulation to demonstrate how its products beat the competition over time. Users enter specific application data to see how much time and energy the alternative approach could save them. This helps move more receptive users through the sales funnel faster. The energy simulation is now a key part of the manufacturer's sales process.



a



Calculators for energy consumers

Compressor Fan Pump



Calculators for energy producers

Compressor Fan Pump

b

## Enter Information about the Pump

Use the sliders to select the correct pump flow and efficiency, choose the type of fluid, and then enter the inputs for the pump curve equation.

Flow 1290 GPM  
Efficiency 85 %  
Fluid Sea Water - kg/m<sup>3</sup>  
(if not listed select none and input density next to drop down)

### Pump Curve Equation

Head= -0 (Flow)^2 + 0.0166 (Flow) + 197.61

\*Needed for Economic Analysis of pump



c

## 1. Pump Power Comparison

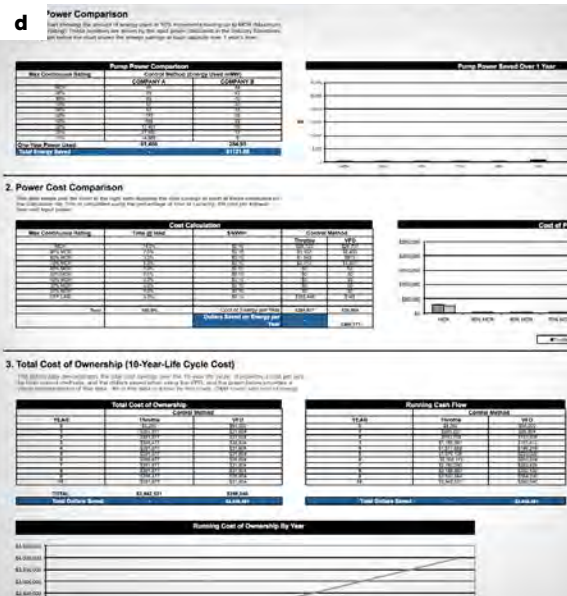
Below is a chart showing the amount of energy used at 10% increments leading up to MCR (Maximum Continuous Rating). These numbers are driven by the input power calculated in the Industry Standards tab. The graph below the chart shows the energy savings at each capacity over 1 year's time.

Pump Power Comparison		
Max Continuous Rating	Control Method (Energy Used inMW)	
	MANUFACTURER A	MANUFACTURER B
MCR	48	44
90%	63	43
80%	63	40
70%	67	37
60%	63	33
50%	772	28
40%	465	23
30%	17,401	18
20%	27,880	12
10%	14,585	6
One-Year Power Used	61,406	284.93
Total Energy Saved	-	61121.08

## 2. Power Cost Comparison

The data below and the chart to the right both illustrate the cost savings at each at these capacities on the Calculator tab. This is calculated using the percentage of time at capacity, the cost per kilowatt hour and input power.

d



(a) First, users customize the energy simulation based on their job role: energy producer or consumer. They also select their application: compressor, fan or pump. (b) The simulation also requests other application-specific inputs. (c) Then, the simulation shows how much energy and money the new approach could save over a one-year or ten-year period. (d) Finally, users receive a custom results spreadsheet to share with internal stakeholders.



# Bonus Case Study: Z Modular

Demonstrations can have differing levels of interactivity. For Zekelman Industries, immersive video was a powerful way to showcase the benefits of its modular construction products. It uses 3D modeling to show how easy it is to use Z Modular products, and the wide variety of structures they can create.







# Calculators

## *Prove the payoff*

Later in the customer's journey, financials play a pivotal role. When a potential customer knows investing in your product will pay off, they'll be more likely to purchase. And calculators can put your financial benefits front and center. Prospects can enter their business data into a calculator's interactive interface. Then, calculators leverage an algorithm based on your extensive industry experience to show your product's economic benefits. Calculators help prospects easily figure out useful values like ROI, cost savings or waste reduction. With the numbers right in front of them, customers can be sure your product's benefits are worth investing in.

## **Consider a calculator if you ...**

- **Sell a product with a high purchase price**
- **Use productivity or cost savings as primary proof points**
- **Work with buyers who have ready access to data inputs**



# WHY CUSTOMERS LOVE THEM

**They have the data to prove a product will be worth the purchase price.**

- Transform abstract benefits into concrete numbers
- Take business-specific proof points to management
- Predict the product's business impact

# WHY YOU'LL LOVE THEM

**You'll overcome one of the biggest objections: cost.**

- Prove your brand and products' business value
- Enable more productive sales conversations with prospects
- Potentially convert more potential customers faster



# Case Study: vAuto Inventory Turn Calculator

## CHALLENGE

vAuto, an automotive software provider, knows dealers can increase profit by selling cars faster, even if individual margins are smaller. However, this goes against decades of conventional wisdom in automotive. vAuto's challenge was to convince buyers that using its software to speed inventory turn can drive profit.

## SOLUTION

vAuto built an inventory turn calculator to show dealers the benefits of faster turn. Users enter key business metrics to calculate their turn rate, and how much more they can earn by selling faster. This helps buyers see the benefit of vAuto's inventory management approach, and guides them toward productive sales conversations.



**a**

STEP 1

FIRST, WE NEED A FEW FINANCIAL NUMBERS FROM YOU.

1500	150	200
YOUR FRONT-END GROSS PER UNIT	YOUR F&I GROSS PER UNIT	YOUR DOC / PROCESSING FEE

NEXT

**b**

STEP 2

NOW, WE NEED A FEW INVENTORY NUMBERS

70	35
YOUR CURRENT UNITS IN STOCK	YOU AVERAGE MONTHLY UNIT SALES

SEE YOUR TURN

**e**

STEP 4

YOUR NEW NUMBERS:

**\$1,036,000**

NEW TOTAL ANNUAL GROSS

---

**\$777,000**

CURRENT TOTAL ANNUAL GROSS

<b>33.3%</b>	<b>\$21,583</b>
INCREASE IN FRONT-END GROSS	GAIN IN MONTHLY GROSS
<b>140</b>	<b>\$21,000</b>
INCREASE IN ANNUAL UNIT SALES	MORE IN ANNUAL BACK-END GROSS
<b>12</b>	<b>\$2,333</b>
MORE UNITS SOLD PER MONTH	MORE PER MONTH IN DOC / PROCESSING FEES

**c**

STEP 3

YOUR TURN

This is your current turn. Now find out how much more you could be making. Enter your ideal turn in the box on the right.

Not sure what your ideal turn should be? Add 2 to your current turn and click to see the difference.

6.0	
CURRENT TURN	IDEAL TURN

CALCULATE YOUR NEW NUMBERS

**d**

6.0	8
CURRENT TURN	IDEAL TURN
35	47
CURRENT AVERAGE MONTHLY UNIT SALES	NEW AVERAGE MONTHLY UNIT SALES
420	560
CURRENT ANNUAL UNIT SALES	NEW ANNUAL UNIT SALES
61	46
CURRENT AVERAGE AGE IN INVENTORY	NEW AVERAGE AGE IN INVENTORY

READY TO SEE HOW THIS AFFECTS YOUR PROFITS?

SHOW ME THE MONEY

**f**

TURN YOUR NEW NUMBERS INTO A REALITY

The vAuto Velocity Method of Management is based on turning your inventory faster to earn a higher profit — and our tools use live-market data to help you do just that.

EXPLORE SOLUTIONS

DISCUSS YOUR RESULTS

(a) To use the inventory turn calculator, users first enter their dealership's financial details. (b) Next, they input inventory information. (c) Then, the calculator shows users their current inventory turn rate. It calculates how two additional turns could improve (d) their inventory and (e) their profits. (f) When they're finished, users can choose to discuss their results with a vAuto expert.



# Product Selectors / Configurators

*Dial in on the details*

For many complex applications, potential customers want to be sure your product can meet their detailed requirements. They want confidence that you provide exactly what they need. And product configurators can give them that. Product configurators let customers easily evaluate options, determine relevance and create a specific configuration of your solution. Some interactive configurators even provide cost estimates for custom products. Plus, if a prospective customer is satisfied with what they've built, they can take it right to your sales team.

## **Consider a product configurator if you ...**

- Offer complex or customizable products
- Provide multiple offerings for different applications and environments
- Sell to customers with specific or highly regulated use cases





# WHY CUSTOMERS LOVE THEM

**Their B2B purchase process becomes clearer and simpler.**

- Remove ambiguity from the purchase
- Increase efficiency by minimizing need to shop around
- Support multi-stakeholder purchase decisions

# WHY YOU'LL LOVE THEM

**You'll keep customers away from your competition.**

- Reduce possibility that they keep looking for other solutions
- Prepare prospective customers for efficient Sales interactions
- Simplify and automate product quote and proposal creation



# Case Study: Anvil<sup>®</sup> Seismic Calculator

## CHALLENGE

Anvil International is a leading provider of piping products and services. Many of its buyers are responsible for installing fire sprinklers that comply 100% with seismic regulatory codes. Anvil wanted to prove its products would help buyers meet building requirements, as well as all relevant codes and standards.

## SOLUTION

Anvil developed a seismic calculator to help architects and engineers design code-compliant sprinkler systems. Users enter their project data into the tool, which generates a list of Anvil products to keep them in line with their codes. The seismic calculator has made Anvil a one-stop shop to design safe, compliant fire sprinkler systems.

The screenshot displays the 'Brace Requirements' section of the calculator. It includes a 'Brace Identifier' section with input fields for 'Brace Name' (set to 'Wood Brace'), 'Drawing Reference (Optional)', and 'Brace Identifier Number (Optional)'. Below this is the 'Seismic Design Factor' section, which features a 'Method of Specifying' dropdown set to 'Calculate', a 'Spectral Response ( $S_s$ )' input field set to '0.50', and a 'Seismic Coefficient ( $C_p$ )' input field set to '0.40'. At the bottom, the 'Brace Type' section shows two 3D diagrams of pipe bracing: 'Lateral' (selected with a radio button) and 'Longitudinal' (unselected with a radio button).

a

# Brace Configuration

## Enter Brace Configuration

Structural Supporting Member : Wood

Brace Pipe Schedule: Schedule 40

Brace Angle Range: 75° to 90°

Brace Diameter: 1 1/4"

Max. Brace Pipe Length: 9 ft

L/R Value : 200

Brace Max Horiz. Load : 2173 lbs

Save Save and Next

c

## Seismic Project Setup

Standards Selection

Select the standards for your project. The Seismic Load calculations for each brace will use the selected standard, and the brace attachments you choose will be checked against the appropriate UL or FM max loads.

2013 NFPA 13

Product Agency Listings

FM Approved

UL Listed

Save

Project Braces

Create braces for your project below. Once you have completed braces successfully, you will be able to return to this page and produce a seismic submittal as a PDF that you can save, print, or email.

To generate a report, select the type of report you would like, which project braces to include in the report, and then click the "Create Report" button

New Brace Report w/ Spec Sheets Create Report

Brace Name	Total Seismic Load	Brace Description	Fastener	Attachments
Wood Brace	127 lbs	Wood, Lateral 75° - 90°(L), 1 1/4" diameter 9 ft long 2173 lbs max load	Lag screws and lag bolts	771 Sway Brace Swivel Attachment 770 Q Brace Clamp

Logout | Edit Account Information

b

Project Name: Project One

Standard: 2013 NFPA 13

Ratings: FM and UL

Brace Name: Wood Brace

BRACE SETUP

1. Brace Requirements

- 40 ft pipe per brace (Braced Pipe)
- 127 lbs seismic load
- Lateral Brace

2. Brace Configuration

- Wood
- 75° to 90°
- 1 1/4" diameter
- 9 ft brace pipe length
- 2173 lbs Max Horiz Load

3. Orientation

- I (60° to 90°)

4. Fasteners

- Lag screws and lag bolts
- 1/2" fastener diameter
- 5 1/2" fastener embedment
- 325 lbs Max Load

5. Brace Attachments

## Orientation

Please select the orientation of the brace from the options below. Because you supplied a brace angle in the last step, your choice here is limited to the orientations that are compatible with that angle.

Orientation A (30° to 44°)

Orientation B (45° to 59°)

Orientation C (60° to 90°)

Orientation D (30° to 44°)

Orientation E (45° to 59°)

Orientation F (60° to 90°)

Orientation G (30° to 44°)

Orientation H (45° to 59°)

Orientation I (60° to 90°)

Save Save and Next

d

Brace Information

Length of brace: 9 ft

Diameter of brace: 1.25 in

Schedule of brace: Schedule 40

Angle of brace: 75° - 90°

Least radius of gyration: 0.540

L/r value: 200

Maximum horizontal load: 2,173 lbs

Seismic Brace Attachments

Structure attachment fitting:

Make: Anvil Model: 771 Sway Brace Swivel Attachment

Load rating: FM: 3,400 lbs UL: Not required

Transition attachment fitting (where applicable):

Make: Model:

Load rating: FM: UL:

Sway brace (pipe attachment) fitting:

Make: Anvil Model: 770 Q Brace Clamp

Load rating: FM: 500 lbs UL: Not required

Fastener Information

Orientation of connecting surface: 4"

Fastener:

Type: Lag screws and lag bolts

Diameter: 1/2 in.

Length (in wood): 5 1/2 in.

Maximum load: 325 lbs

Seismic Bracing Assembly Detail

Structure Supporting Member (Wood (By Owner))

Fastener

Anvil Fig 771 Sway Brace Swivel Attachment

Schedule 40 Brace Pipe - Lateral

Anvil Fig 770 Q Brace Clamp

Brace Identification no. (to be used on plans):

✓ Lateral brace ☐ Longitudinal brace ☐ 4-way brace

Sprinkler System Load Calculation (Fpw = Cp Wp)

Cp = 0.4

Line	Diameter	Schedule	Length (ft)	Total (ft)	Weight per ft	Weight
Main	2.5 in	Flow	40 ft	40 ft	5.90 lb/ft	236.00 lb
Branch	1 in.	Sch 40	10 ft	19 ft	2.05 lb/ft	38.95 lb
Subtotal weight						274.95 lb

(a) The seismic calculator asks users a variety of questions about their projects. (b) It gathers details about users' applications and requirements. (c) Then, it provides a list of Anvil products that meet those requirements and comply with relevant codes and standards. (d) Users also receive a printout of their results, which they can bring right to an Anvil salesperson.



# e-Commerce

## *Program the purchase*

e-Commerce isn't new, but it's becoming more pervasive, even for complex products. As long as every part of a purchase can be programmed, your product can likely be bought online. True, first-time purchasers may need Sales to contact them before they think they're ready. But for expert prospective customers, repeat customers, or those purchasing a straightforward product, e-commerce can remove that final speed bump and improve conversion.

## **Consider e-commerce if you ...**

- **Have a structured purchase process**
- **Work with knowledgeable or repeat customers**
- **Believe your qualified lead conversion rate should be higher**



# WHY CUSTOMERS LOVE IT

**They can skip unnecessary Sales contact and purchase on their own.**

- Make purchases anytime and anywhere
- Purchase process becomes faster and more efficient
- Obtain business value more quickly

# WHY YOU'LL LOVE IT

**You'll simply get more sales if the sales process is simple.**

- Increase pipeline revenue without growing sales force
- Increased efficiency can improve margin on the sale
- Easier to continuously improve the purchase process



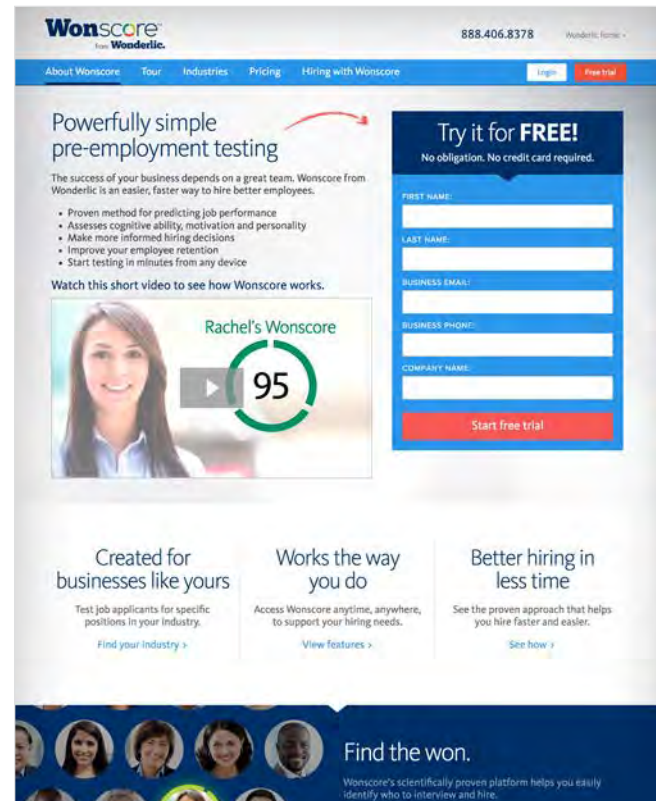
## Case Study: Wonscore™ from Wonderlic

### CHALLENGE

Wonderlic provides subscription-based testing services that help organizations evaluate candidates during the hiring process. It wanted to increase its market share among small and medium-sized businesses. Specifically, it wanted to smooth the path to purchase for its Wonscore testing service.

### SOLUTION

Wonderlic developed an e-commerce platform to let buyers purchase Wonscore without help. Buyers can visit Wonderlic's website, pick the right subscription plan and start using the service immediately. In the 14 months after launch, the new platform has been a hit, with Wonderlic's monthly recurring revenue growing by an average of 10%.





**a**

**Wonderlic.** NFL SCOUTING COMBINE AND Wonderlic. 877.605.9496 Free Trial Login

Employee Selection Student Assessment Technology Resources About Blog

**Hire Smarter. Grow Faster.**

**Wonscore™** from Wonderlic.

Click Here to Start

How can Wonderlic help you?

Chat with Wonderlic

**b**

**LOVE IT, OR GET YOUR MONEY BACK!**

1. How many employees does your company have?

Number of employees:

- 1-10 employees
- 11-25 employees
- 26-50 employees
- 51-100 employees
- 101-175 employees
- 176-250 employees
- 251+ employees

**RISK FREE**

Every plan comes with our 30-day money-back guarantee.

**RESPONSIVE SUPPORT**

Just email or call us anytime. There's no charge.

**c**

**Account Information**

Your password must meet the following requirements:

- Use at least 8 characters.
- Use at least one capital letter.
- Use at least one number.

**CREATE PASSWORD**

\*\*\*\*\*

**CONFIRM PASSWORD**

\*\*\*\*\*

**CREATE MY ACCOUNT →**

**d**

**Thank You For Your Order**

You have successfully purchased a **Subscription Plan**.

We will send you a confirmation email shortly. Click the button below to begin customizing the position details in your account.

**CUSTOMIZE POSITION DETAILS**

(a) Users can visit Wonderlic's website to learn more about Wonscore. (b) When they're ready to buy, they specify their organization size to find the right subscription plan. (c) In-system verification double-checks all provided information. (d) After buyers enter billing information, they receive a confirmation that their order has been processed and can start using Wonscore right away.



# Gamification

*Play your way to brand loyalty*

Your job doesn't stop after the sale! Nurturing lasting relationships with current customers can keep you top-of-mind and increase retention. And gamification can help you do it. Gamified platforms give users psychological rewards for taking specific actions. Interactive communities, competitive rankings, rewards programs, repurchase incentives ... They all use positive reinforcement to keep customers coming back, letting you proactively manage brand loyalty.

## **Consider gamification if you ...**

- **Sell your products in a competitive industry**
- **Offer a product that can be bought more than once**
- **Have a subscription-based business that depends on renewals**





# WHY CUSTOMERS LOVE IT

**They feel part of a rewarding community.**

- Get rewards and earn status
- Connect with like-minded peers
- Engage with a brand without feeling “sold to”

# WHY YOU’LL LOVE IT

**You’ll stay top-of-mind and increase long-term engagement.**

- Embed your brand into customers’ daily lives
- Increase brand differentiation and “stickiness”
- Drive customer referrals, retention and repurchase



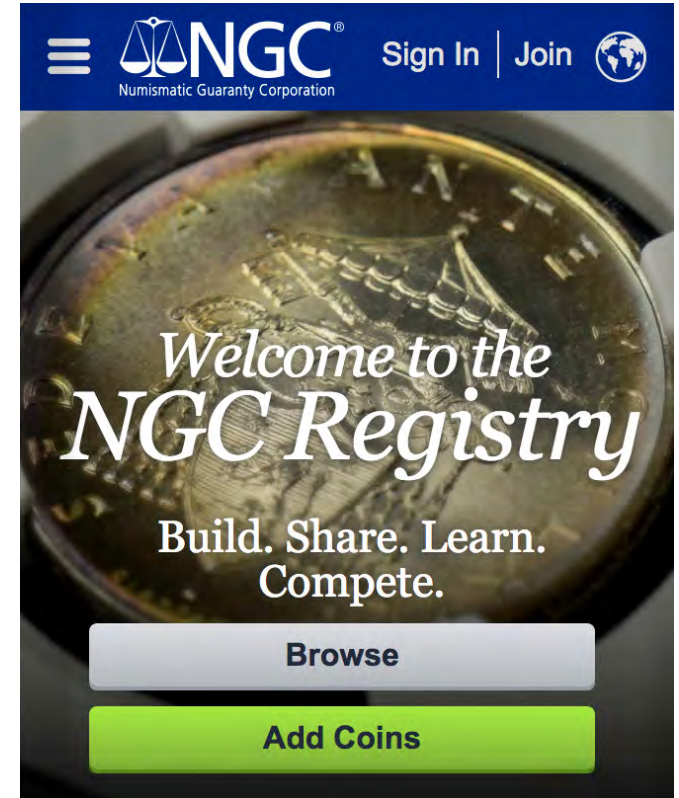
# Case Study: NGC® Registry

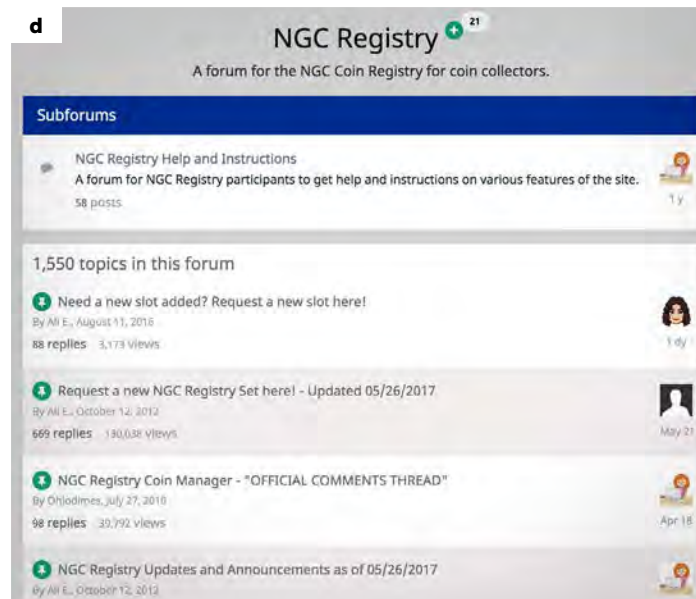
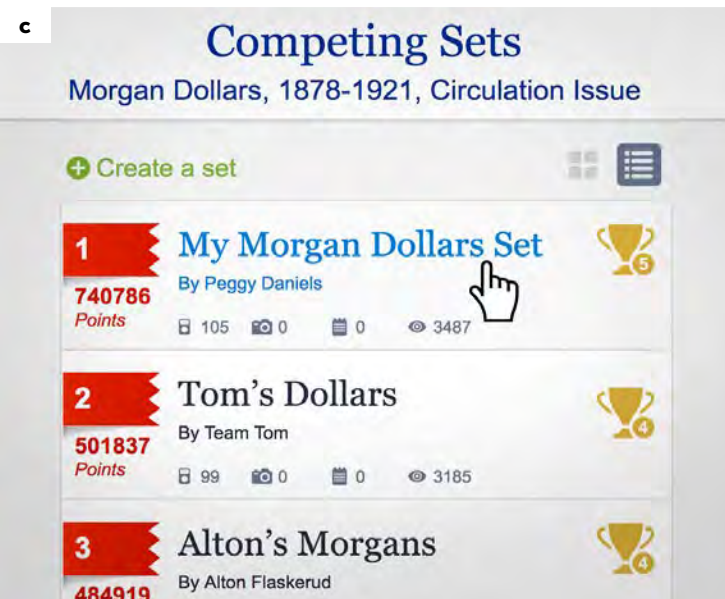
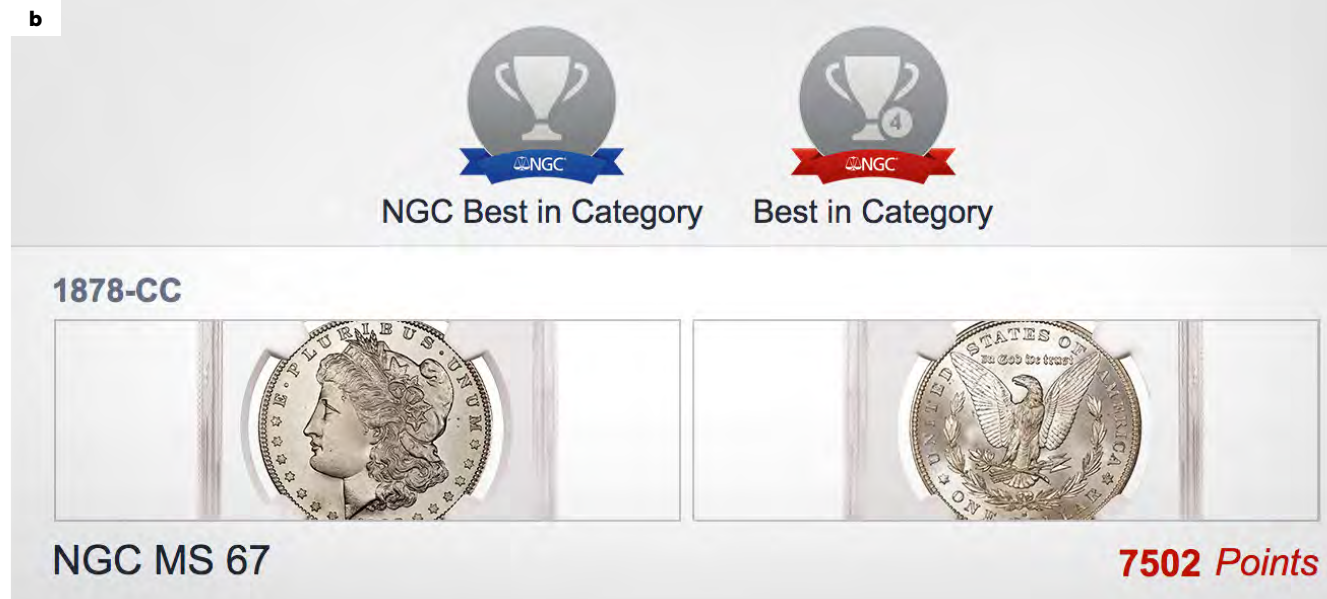
## CHALLENGE

Numismatic Guaranty Corporation (NGC), a leading provider of collectible coin grading, wanted to increase demand for its services. It wanted existing customers in particular to come back to NGC for future coin grading.

## SOLUTION

The NGC Registry is a gamified solution that lets users compete to build the best sets of graded coins — and improve their scores by grading more coins with NGC. It currently has over 12,500 registered members, each with one or more graded sets. The NGC Registry builds demand for NGC grading services and helps increase the value of NGC coins.





(a) NGC Registry users build sets of graded coins based on criteria like coin type or year. (b) Sets are scored by completeness and grade, and users get an overall score across all their sets. Users can also access other gamified features, including (c) leaderboards to compete for top sets, and (d) message boards to connect with peers and share a love for the hobby.

# With Interactive Content, Everyone Wins

As we've seen, interactive content reaches customers how they want to be reached, at every stage of the purchase journey. Whether they're identifying needs, comparing options or making a purchase, interactive content lets them do it on their terms. Not yours.

That's good news for you, too. Because most of the time, empowered prospects are more engaged and more likely to convert. As a marketer, that's music to your ears — and your pipeline.

Want a piece of that success? Think about your best salesperson. What do they do to engage and excite potential customers across the funnel? And how can you package that into interactive content that gives them the control they crave?

**Go customer-centric to engage and convert!**

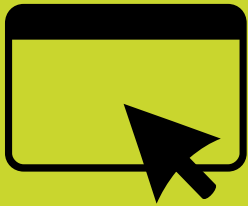


## The Mx Group

The Mx Group is a digital and demand generation agency that empowers companies with the competitive edge of modern B2B marketing. To do this, we integrate a broad set of services: Strategy. Design and content. Web and app development. Demand gen and lead management. And we make it all work together so that companies attract, convert and retain more customers.

**For more information, contact The Mx Group  
at 800-827-0170 or [start@themxgroup.com](mailto:start@themxgroup.com)**

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