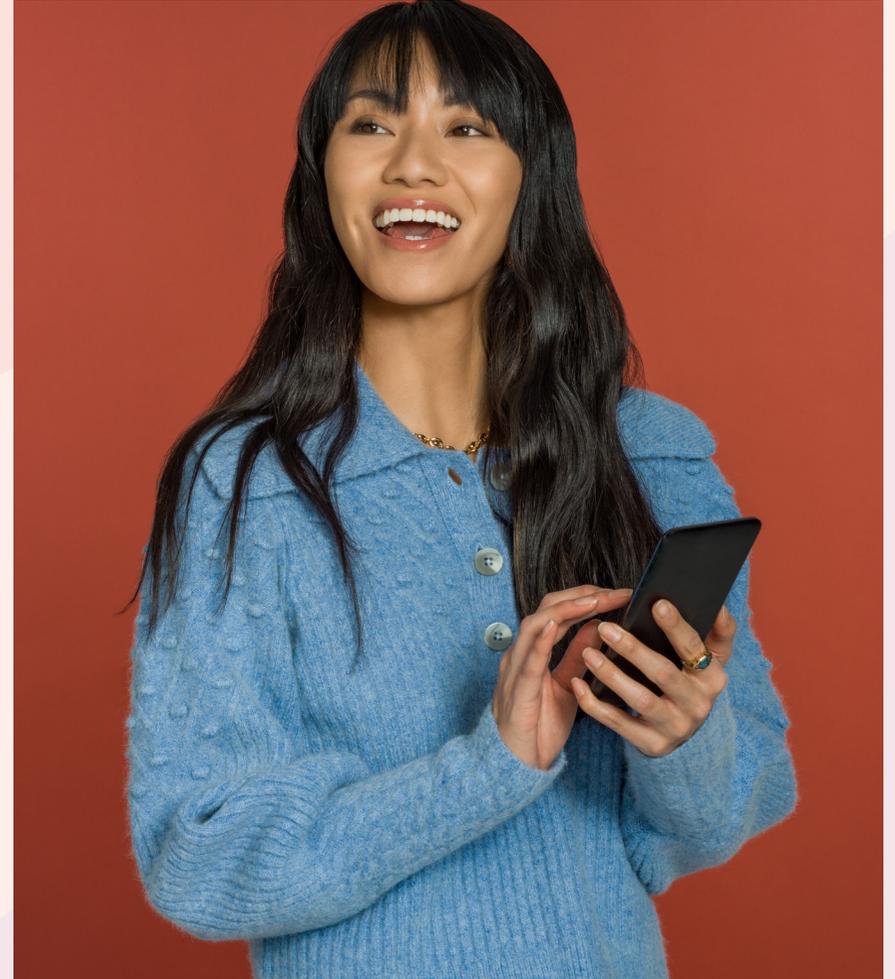


# The B2B Conversion Playbook for Digital Teams

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**6** user-driven insights that go beyond lead generation.



# Maximize your B2B site conversions with these six hacks.



**T**his guide is for digital teams and their leaders who pride themselves on being customer and user-centric while delivering on growth and ROI targets for their companies. We share the best practices B2B tech and SaaS companies employ to deliver on their goals and how digital experience analytics can help drive marketing's success better, faster and more efficiently.

The importance of user experience has become more relevant than ever for B2B as the buyer journey has shifted towards more reliance on independent research as competition intensifies and attention online remains scarce. In fact, according to Gartner, 89% of B2B organizations believe that digital customer experience will be the key differentiator in the coming years ([Gartner](#)).

What B2B companies don't know from their existing analytics, is which parts of their site and content work towards informing and persuading prospects

to convert, and when and where in the buyer journey it happens.

The average lead conversion rate was only 0.6% for B2B industries in 2021 (an average across 14 industries, including financial services, telecom, B2B, travel & hospitality is 2.3%). So understanding the full user journey of those that do convert and closely replicating that experience is critical to increasing conversion rate, revenue, ROI and user satisfaction ([Contentsquare's 2022 Digital Experience Benchmark](#)).

Read on to learn the six most important **actions your digital team needs to prioritize to create exceptional experiences, while improving efficiency, supporting long-term goals and increasing your digital marketing ROI.** Throughout this guide, we include examples, use cases, quotes, statistics and graphics to give you the full picture of how digital experience analytics helps you optimize the buyer journey experience and maximize conversions.



"By analyzing our website visits, we were able to identify parts of the website that had the potential to be **high-converting areas**. This helped us fix any issues visitors were experiencing, bridge gaps in the system and redesign areas where **potential customers were stumbling.**"

—Lisa Friedman, Associate Vice President of Web Marketing and eCommerce, **RingCentral**

**The growing importance  
of digital experience  
in the complex B2B  
buyer journey.**

**D**igital experience refers to the complete online experience of a user, encompassing both the look and feel of a website or product and how easy it is for them to complete their intended goal. Can they quickly understand what your company offers? Can they find the right content while they're researching their options? Is it engaging and persuasive?

Think about the last time you were looking at a new software product to purchase for your organization. How much time did you spend searching on Google, browsing websites, reading reviews, downloading content and so on? Is there an experience that sticks out in your mind? Maybe it was when you tried to fill in a form to download an eBook and that irritating red "ERROR" message kept popping up, even with the right information. Or maybe it was when you skimmed a product page and quickly understood what the

95%

of a prospect's time is spent interacting with and learning about your company and products online.

product offered and if it would help you. Whether it was a negative or positive experience, it leaves an impression.

Now think about how much time you spent online doing your own research versus talking one-on-one with a sales representative. On average, **when B2B buyers are comparing multiple suppliers, the amount of time spent with a sales representative is only 5%** ([Gartner](#)).

If 95% of a prospect's time is spent interacting with and learning about your company and its product online and independently, your brand's digital experience needs to make an enormous and immediate impact. You can't rely on your sales team to carry the load to tell an engaging story and get the prospect to feel positively towards your products and company—your website *must* do this.

Your website needs to perform better than your best sales representative and your competition. **Digital experience analytics (DXA)** maximizes marketing's ROI by giving you and your teams the data and insights needed to engage your audience and turn them from passive prospects into engaged customers.

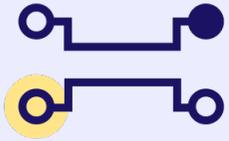
"Modern digital experiences are extremely complex, and knowing exactly what's going on everywhere is very tough. To truly understand digital customers, you need to have a holistic understanding of their behavior—and be able to achieve that at scale."

—Giles Richardson, Vice President  
Digital Journeys, T-Mobile

T Mobile



# 6 team actions to boost your conversions and ROI.



**1. Investigate** site performance and optimize the user experience within hours—not weeks.



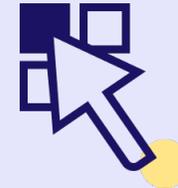
**2. Find, prioritize** and fix site errors fast based on their conversion impact.



**3. Better understand** your user journeys to build seamless experiences that boost conversions.



**4. Give** hotter leads to your sales teams, grow your pipeline faster and deliver greater ROI.



**5. Discover** your most profitable content to help guide and inform your digital strategy and better support your buyers' journeys.



**6. Improve** your A/B testing performance by enabling a data-driven mindset.

Let's dive into each of these in more detail...

# 1 Investigate site performance and optimize the user experience within hours—not weeks.

**With a variety of analytical tools in your martech stack, tracking and analyzing your performance can feel like a never-ending saga.** Between looking up your bounce rate on one platform and searching for technical errors on another, simply analyzing your data can quickly become a full-time job. And with data spread across multiple platforms, teams struggle to get a full and accurate picture of website performance.

According to Aberdeen Group, a one-second delay in page load time equals 11% fewer page views, a 16% decrease in customer satisfaction and a 7% loss in conversions ([Forbes](#)).

But it doesn't have to be this way. Make your digital team's life more impactful and productive by presenting all of your data in one place by turning your website itself into a dashboard. Go beyond traditional visitor analytics and see the user behavior behind the numbers. Learn what they hesitate over, how far down the page they scroll, what they rage-click on, form errors and much more—all in one platform.

Instead of spending weeks analyzing problems across specialized platforms, digital experience analytics allow you to surface insights within *hours*, letting you draw conclusions from joined-up data, create hypotheses, test solutions and find timely fixes to bring to the market.

Quickly understand what acquired traffic came for, whether they were able to find it, why they bounced and how to improve your return on ad spend (ROAS).

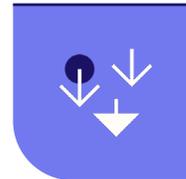
## DXA in play.

While reviewing their site for errors, a B2B SaaS customer saw a slow load time on a blog page. This was negatively affecting their user experience and Google Core Web Vitals, resulting in a worse search engine results page (SERP) ranking.

Using digital experience analytics, they discovered that the slow load time had increased the abandonment rate of the blog page, **equating to 6 lost leads and \$16K in potential revenue per day. Making it a must-fix issue.**

After diving into the automated insights, they saw the slow load time was due to a large PNG image that hadn't been optimized for mobile screens. Once they reduced the image size, the load time improved and they rolled out the new page and saw immediate improvements in page speed, abandonment rate and leads lost.

This process from issue identification, to A/B testing, to rolling out a better experience can now be completed in minutes, instead of days or weeks.



According to Aberdeen Group, a one-second delay in page load time equals **11% fewer page views, a 16% decrease in customer satisfaction and a 7% loss in conversions** ([Forbes](#)).

# 2

## Find, prioritize and fix site errors *fast*, based on their conversion impact.

Website errors, large and small, can have compounding negative effects on your revenue, site performance and user experience. But, there are only so many hours in a day and so many members on your team that can monitor, test and fix these errors, meaning not every error can be a 'code red.' And determining which errors need attention first and explaining your decisions to stakeholders can be difficult.

According to Contentsquare's 2022 Digital Experience Benchmark, on average, **75% of traffic comes from unpaid sources. But for B2B industries, unpaid makes up 86% of traffic.** Meaning ridding your website from technical errors that affect your speed (and, in turn, your SERP rankings) is crucial.

Furthermore, 70% of online marketers say that SEO is better than pay-per-click (PPC) for generating sales ([Contentsquare's 2022 Digital Experience Benchmark](#)).

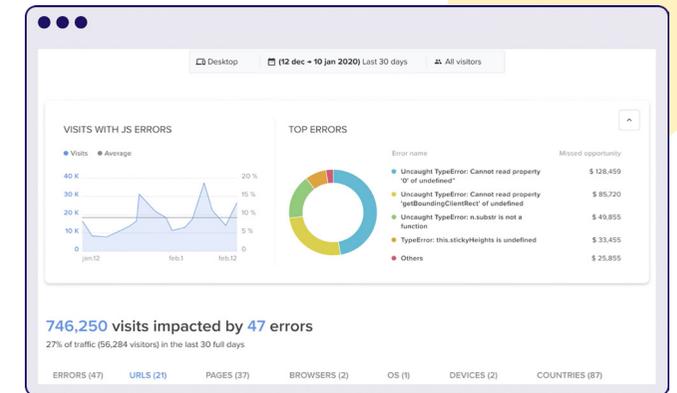
Quantifying your list of errors and prioritizing the ones that have the biggest impact on your key

metrics, like conversions or revenue, can really put your to-do list into perspective.

### DXA in play.

A major luxury retailer received a notification of multiple users encountering a JavaScript error on their site with digital experience analytics. After testing and implementing a solution, they were able to **reduce their error rate by 84% and the number of users that encountered an error reduced from 33% to 5%.**

Though conversion to revenue doesn't typically happen on B2B websites like it does for retail, reducing errors that affect conversion will always improve the user experience.



Error Analysis tool in Contentsquare's Find & Fix product.



"You have to get in a mindset that your customer's problems are your business problems."

—Vab Dwivedi, Director of Digital Customer Experiences, Dell



# 3

## Better understand your site's user journeys to build seamless experiences that boost conversions.

As a digital team, you're likely flooded with one-off requests to improve your brand's website, all while juggling your own core projects. This workflow can be challenging to manage on its own, but is made even more difficult when you don't know which projects carry the biggest impact vs which can wait. And without a proper way to assess importance, it's easy for a false sense of urgency to be applied to everything, resulting in strained resources and potential revenue left on the table.

Understanding the customer journey within those first and most popular pages allows teams to more accurately identify which pages and content elements are most important for engaging and persuading prospects. You can then create an experience that cuts through the clutter and creates an emotional response by reviewing metrics like:

- **Golden vs problematic journeys** : How can you help more users find the pages that are most likely to engage and persuade them to convert?
- **Navigation effectiveness**: Are users engaging with your menus? Which ones? How does that impact their ability to have a successful visit and convert?
- **Search effectiveness**: Are visitors using your search bar? Are they refining search results using filters? How does that impact their ability to find what they are looking for?

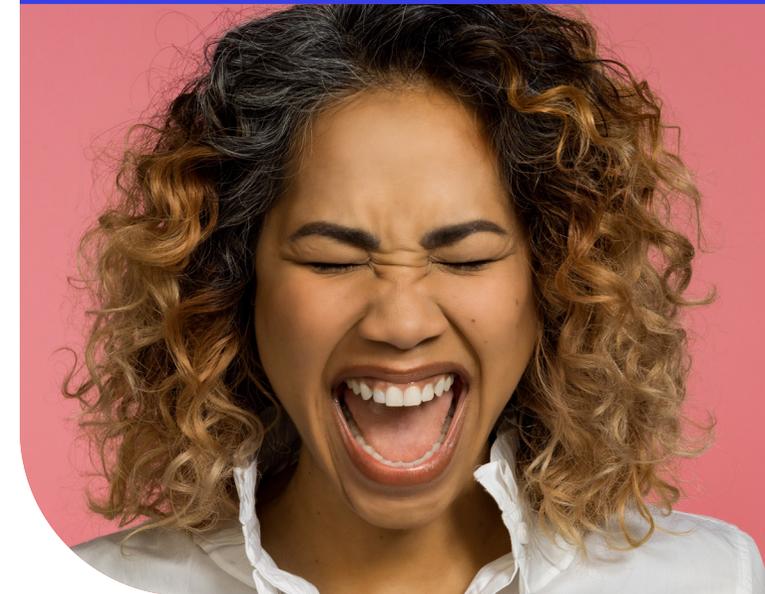
By analyzing these metrics with digital experience analytics, you can easily identify which content elements to prioritize, and where to place them for the biggest potential returns. You can quantify the impact and justify your timeline and roadmap to stakeholders.



Google Analytics estimates that **25-55%** of buyers exit B2B websites without going beyond the homepage. And those that do stay, view an average of two pages with a visit time of under two minutes ([UserTesting](#)).

In 2021, B2B had the highest bounce rate of

**65%**



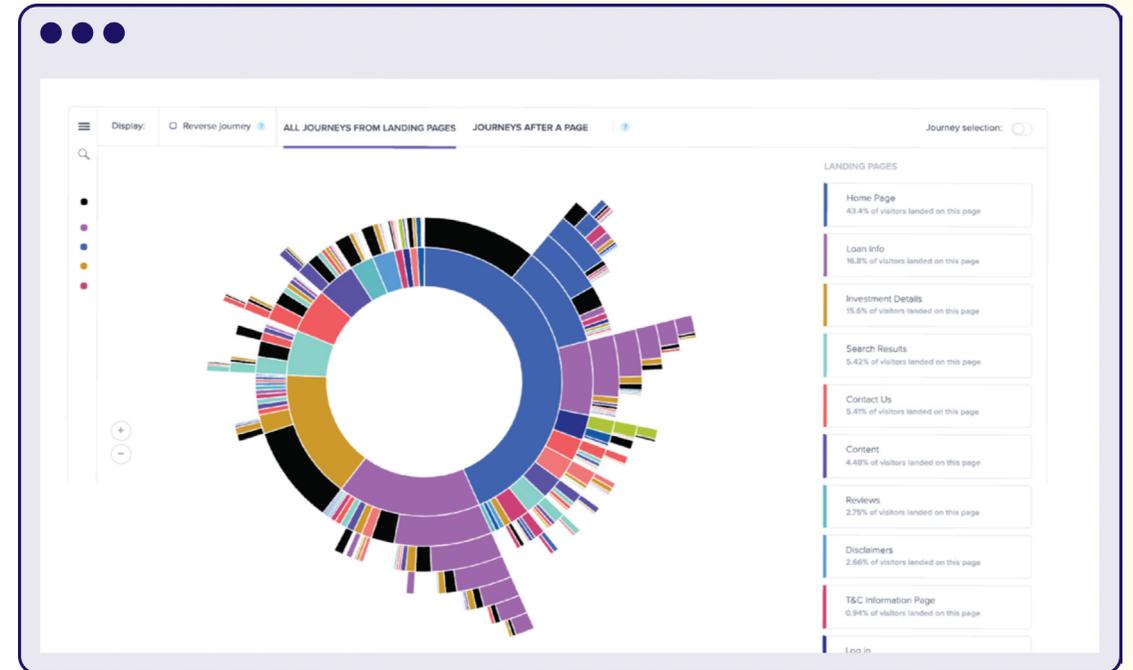
# 3

Out of 14 industries, B2B had the highest bounce rate of 65% in 2021, however, that's down from 75% in 2020. To improve even more, B2B organizations need to work harder at conveying their value proposition, otherwise visitors will lose interest and leave ([Contentsquare's 2022 Digital Experience Benchmark](#)).

## DXA in play.

A B2B SaaS customer saw their "Request a Demo" call to action (CTA) button on their homepage had a high click-through rate (CTR), but wasn't sticky on the page. After reviewing customer journeys, they saw that a lot of users scrolled down the homepage so the CTA moved out of sight. Users would then either start to show less engagement and bounce, or they had to scroll all the way back to the top to see the CTA button. But not all of them would, creating a loss of **12 leads per day or \$800K in estimated monthly revenue**.

By reviewing customer journeys and quantifying the impact, it was easy to prioritize making the "Request a Demo" CTA button sticky on all of their pages—not just the homepage—since it directly impacted the number of high quality leads generated and potential revenue.



Journey Analysis tool in Contentsquare's CS Digital product.

# 4

## Give hotter leads to your sales teams, grow pipeline faster and maximize ROI.

**Digital teams don't work in a bubble, they support other teams.** And the most demanding of those teams is sales. Even though you share KPIs and are working towards the same goal—creating more opportunities and in turn, more revenue—there can still be a disconnect.

As a digital team, you want to create and support these amazing digital experiences for your prospects to help convert them and guide them down the sales funnel. By focusing on user behavior and micro interactions within the buyer journey, you can enable better lead scoring and lead management to benefit both marketing and sales.

Learn more than just which pages prospects engage with most—know which elements they find most attractive, what content they view most often, where they scroll to and hover over. Use these insights to identify what kind of engagement prospects need at each phase of their journey to influence your lead scoring while improving the experience.

Depending on the prospect's buyer journey phase: general awareness, actively researching options in the market or deeply analyzing products to make a final decision, you can properly qualify and ensure your next actions will nurture, engage or persuade them.

### DXA in play.

Let's take a popular challenge for our B2B customers: delivering content to support the buyer journey, yet not knowing which assets are truly serving hotter leads vs early stage visitors. Here is a common issue. Over several months, the product feature highlights section of a product page shows a very high attractiveness rate (great!). A large percentage of users then visit a gated landing page for a product-focused educational asset (that had a high form-fill rate, also great!). Based on this, when a prospect fills out the form for that specific asset, it should be scored as a hot lead. This can then be routed to sales to engage the prospect immediately, vs other visitors that would likely enter a nurture program.

**87%** of sales and marketing leaders say collaboration between sales and marketing enables critical business growth ([HubSpot](#)).

**81%** of marketers share goals and metrics with sales colleagues, according to [Salesforce](#) ([HubSpot](#)).

# 5

## Discover your most profitable content to help guide and inform your digital strategy and better support your buyers' journeys.

**Alongside day-to-day error fixing and optimizations, there are long-term department-wide marketing goals that you support, such as growing brand awareness, perception, nurturing and educating customers on your products or services, as well as increasing conversions and building pipeline.**

To support these overarching goals, you need to understand exactly what's happening on your site; what content within pages is having the biggest impact on conversions? What content on landing pages are users most engaged with, leading to deeper clicks into the site and conversions?

Knowing the exact content on pages that positively influence visitors along their buyer journey can help you replicate those wins across your site, delivering

more of the content that matters to your audience and better nurturing them to convert. Strategically planning your campaigns and digital goals around the journeys you know to drive value will help you bring in even more leads, opportunities and revenue in the long-term. For the B2B industry, in 2021 new user sessions made up 53% of all site visits, up from 44% in 2020. Returning users went down from 56% in 2020 to 47% in 2021 ([Contentsquare's 2022 Digital Experience Benchmark](#)).

This increase in new users means the first digital touchpoints with your organization need to be optimized for success. Understanding how your returning visitors interact with your website, their intent and their most common customer journeys are crucial for building a more successful experience for your new visitors too.



For the B2B industry, new user sessions made up 53% of all site visits in 2021, up from 44% in 2020. Returning users went down from 56% in 2020 to 47% in 2021 ([Contentsquare's 2022 Digital Experience Benchmark](#)).

“Personalization is helping customers complete the purpose of their visit, whatever that might be. They might be in the awareness phase of their customer journey, research, purchase or support phase. All those different things mean different types of personalization and showing what's most relevant at that particular moment. That's the approach you need to keep in mind.”

—**Vab Dwivedi, Director of Digital Customer Experiences, Dell**



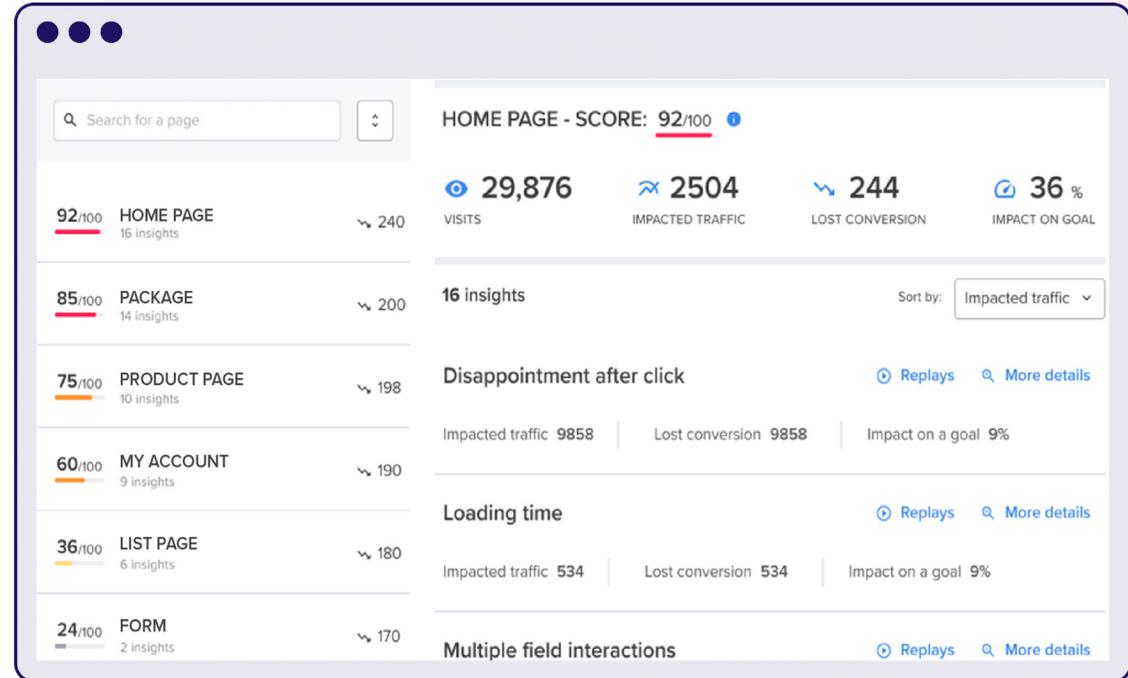
# 5

Digital experience analytics helps you answer questions like these to best optimize your website for more conversions.

- **Content exposure:** What content is actually seen on your pages?
- **Content attractiveness:** Which of your page carousels, messages and images are getting prospects to click on them?
- **Content conversion rates:** Which content elements are the most persuasive and drive lead registrations?
- **Effectiveness of call to actions:** Which CTAs are seen by prospects and noticed vs not? When and where on pages?

## DXA in play.

**Autotrader increased leads by 8% after taking a more user-centric approach to their digital experience.** By analyzing user journeys and prioritizing what pages and sections were getting the most hovers and clicks, they adjusted their pages to help more prospects see and engage with these elements. This resulted in **higher CTRs** and **lower exit rates**.



Contentsquare's CS Insights product.



According to SEMrush, **67% of companies use lead generation** as the sole metric to determine content success (HubSpot).

# 6

## Improve your A/B testing performance by enabling a data-driven mindset.

**A/B testing is a key function for all digital teams, with test results able to significantly impact your user experience, conversion rate and revenue.** Yet, on average 7 out of 10 A/B tests fail to create uplift.

Creating and testing hypotheses based on limited data from disparate sources can create mixed results and heavily delay your roadmap to success. With traditional analytics, you can often find the “what” for testing but it’s hard to understand the “why” behind it. And without that, guessing and retesting until something clicks and impacts your results can be frustrating and time-consuming

Reviewing visits one by one has its place in digital teams, but it does not scale. However, by reviewing thousands of user sessions at scale to understand

both the micro and macro level behavior, digital teams can optimize the impact of tests and drive sustained, material improvements. Understanding the “why” behind actions can give you a more comprehensive understanding of exactly what’s happening on your site and which A/B tests will help make the biggest difference. The more aggregated data you use, the stronger your hypothesis and conclusion, resulting in more accurate testing.

In addition to helping you prioritize which tests to focus on, digital experience analytics helps you manage each step of the process, from test and change to analyze and iterate.

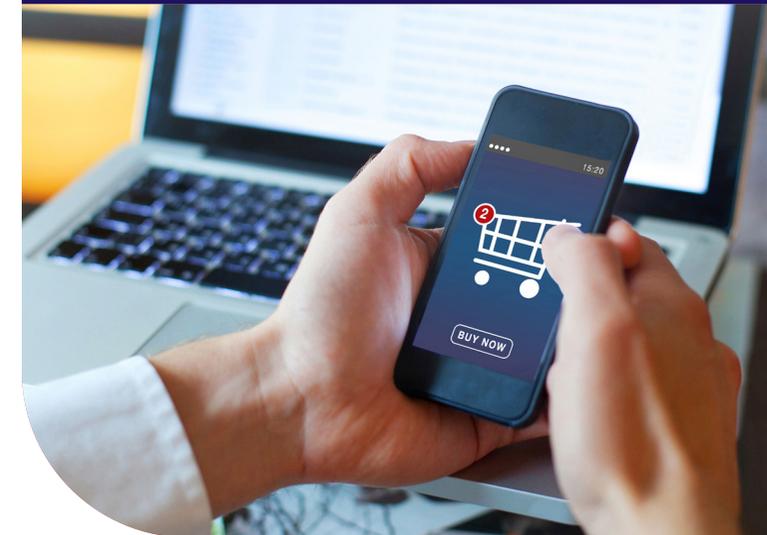
Before testing, DXA helps you know which test is most likely to create uplift. During testing, it helps



“My favorite metric is attractiveness rate which normalizes click-through rate. I love it because sometimes we come up with a piece of content that really resonates with our users but we don’t have it high on the page.”

—Alex Keyser, Senior Manager, Digital Experience, NVIDIA  NVIDIA.

Only **17%** of marketers use landing page A/B tests to improve conversion rates [\(HubSpot\)](#).



# 6

you know if the test is working as intended. And after testing, DXA helps you see what were the most critical success factors for the winning test and how you can create even better tests in the future.

## DXA in play.

Using digital experience analytics, Avon realized 40% of customers weren't seeing the product carousel sitting below the fold on their site. And yet, for those that did see it, they knew the carousel had a high attractiveness rate and conversion rate per click. Avon launched an A/B test to see if reducing the banner height and moving the carousel higher up on the page would improve exposure, engagement and conversion rates.

After two weeks of testing, the **carousel exposure rate increased by 34%, CTR increased by 24% and conversion rate increased by 1.6%**. The tested adjustment **increased revenue by 5.9%, equating to a total of \$6K per month**—just from one data-driven A/B test!



# Additional benefits of DXA for your digital team.



**Drive revenue growth** and reduce customer acquisition costs by reducing bounces and improving campaign effectiveness.



**Improve customer retention rates** by improving self-service journeys and digital product experiences for customers.



**Evaluate your content strategy** and improve ROI on content marketing assets by understanding which content elements are most attractive and persuasive, and know when and where within the journey and on each page they are needed.



**Develop** a complete view of key performance metrics such as key content consumption, active engagement, form completions and purchases.



**Map user journeys** by behavioral segment, acquisition channels or new vs returning visitors.

# Digital experience analytics for digital and beyond.

**W**ith B2B buyers conducting the majority of their research independently online, it's crucial your website delivers the experience they're looking for. Your site not only needs to be error-free and load properly, it also needs to tell a story, be engaging, get the right content in front of the right audience at the right time—and convert quality leads.

Digital experience analytics helps companies improve the success of all of the above because it is designed to deliver better user experiences at each stage of the digital journey. It also allows companies to maximize marketing's ROI, while saving digital teams countless hours that could better serve them and their companies.

Beyond the digital team, digital experience analytics also delivers benefits to other teams within your company, especially product, UX/UI and analytics.

For example, you may use DXA to understand the user journey of your website, but your product team can use it to optimize the customer journey within the product. You might apply it to A/B test a new landing page to increase conversion, while your UX team can A/B test a new feature they've prototyped before a full-scale launch within the product. Or, you may use DXA to deliver hotter leads to your sales team, but your analytics team can use it to better understand customers and build more comprehensive persona profiles.

Digital experience analytics delivers insights that are game-changers for digital teams. It empowers everyone in the team to drive more demand and revenue from their investments in advertising, content and site design. ■



**Want to see the benefits of digital experience analytics in action?**  
Watch our on-demand demo for B2B organizations [here](#).