



# BAZAARVOICE LEVERAGES MARKETO REAL-TIME PERSONALIZATION TO ENGAGE TARGETED PROSPECTS WITH THE MOST RELEVANT CONTENT

## Challenges

Bazaarvoice is a network that connects brands and retailers to the authentic voices of people where they shop. Recently named a Leader among Social Depth Platform Vendors by Forrester in the Forrester Wave™: Social Depth Platforms report, Bazaarvoice connects 400 million monthly unique customers that share feedback on tens of millions of products on a single network.

Before searching for a personalization solution, Bazaarvoice had been considering it for quite some time as a way to advance their lead generation tactics. In their search, Bazaarvoice evaluated several real-time personalization solutions but only Marketo RTP had the ability to segment prospects and personalize content based on their firmographics, such as company and industry, and also based on their actual behavior. In addition, Marketo RTP web console was simple and easy-to-use while still offering robust capabilities and full control over campaigns without the need for IT involvement.

REAL-TIME  
PERSONALIZATION  
(RTP) CAMPAIGNS  
**GENERATE**  
CLICK-THRU RATES OF

**15%**  
TO  
**20%**

OVER  
**180**

CONTENT ASSETS  
AUTOMATICALLY  
**DISCOVERED BY**  
RTP CONTENT  
RECOMMENDATION  
ENGINE

**PLANNING ADDITIONAL  
VERTICAL & ACCOUNT-BASED  
PERSONALIZATION  
CAMPAIGNS**

IMPLEMENTATION  
**COMPLETED**  
IN DAYS

## Solution

With Marketo RTP, the Bazaarvoice website presents targeted messaging based on the individual visitor, ensuring that each prospect sees the most relevant content. Bazaarvoice was able to implement the Marketo RTP solution in just a few days. “The RTP implementation process was incredibly easy. A couple of introductory calls to review the capabilities and we were ready to go. Compared to SaaS solutions we’ve used in other parts of our business, the RTP implementation was entirely painless,” says Greg Frame, Director of Internet Marketing at Bazaarvoice. Within a few weeks, Bazaarvoice had created 10-15 real-time campaigns. RTP automatically leveraged visitors’ firmographic and behavioral data to customize the web experience based on their company, industry, location and actual behavior.

“Marketo Real-Time Personalization was easy to implement and has all the capabilities we need while still being easy to run. Now, we can engage site visitors with the most relevant content and personalized messaging to help drive up-sell and cross-sell opportunities.”

**Greg Frame**

Director of Internet Marketing  
Bazaarvoice

## Benefits

Bazaarvoice has been very pleased with the results they are attaining with their RTP solution. Their initial real-time campaigns, focused on product interest and target locations, have generated click-through-rates of up to 20%. In addition, Marketo’s RTP content discovery module has automatically identified over 180 content assets that the RTP content recommendation engine can leverage to recommend the most relevant assets to Bazaarvoice website visitors. RTP’s content recommendation engine tracks visitor views of content across the company’s website. This way, Bazaarvoice marketers can identify what has the highest number of views, providing valuable insight into what content creates the highest ROI.

Going forward, Bazaarvoice plans to utilize RTP’s account-based marketing capabilities to engage prospects from target industries or identify high-yield target accounts and run campaigns that specifically target named account lists. By providing the most relevant content to educate and nurture their most valuable accounts, Bazaarvoice can increase their up-sell and cross-sell opportunities. Bazaarvoice also plans to leverage the Marketo marketing automation integration to personalize content based on known visitors lead score and role.



### About Marketo

Marketo (NASDAQ: MKTO) provides the leading marketing software and solutions designed to help marketers master the art and science of digital marketing. Through a unique combination of innovation and expertise, Marketo is focused solely on helping marketers keep pace in an ever-changing digital world. Spanning today’s digital, social, mobile and offline channels, Marketo’s® Engagement Marketing Platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo’s applications are known for their ease-of-use and are complemented by the Marketing Nation®, a thriving network of more than 320 third-party solutions through our LaunchPoint® ecosystem and over 50,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and Japan, Marketo serves as a strategic marketing partner to more than 3,300 large enterprises and fast-growing small companies across a wide variety of industries.

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