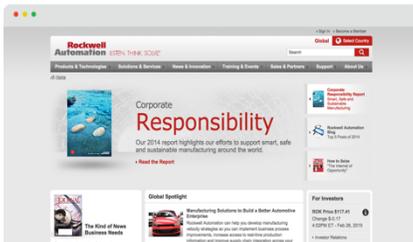


Rockwell Automation uses Get Smart Content to enable sophisticated cross-channel conversations with its target audiences.



“Get Smart Content is the connector that ties all our marketing data together and transformed our website from a static repository of content to a nurturing engine. It’s a key part of how we’re thinking about our marketing stack and how we accelerate prospects through the funnel.”

Neil Rongstad
Global Manager, Marketing Demand Central

Rockwell Automation is a global provider of industrial automation products, services, and solutions. With clients across 18 distinct verticals, it serves the manufacturing market with a breadth of products from multi-million dollar control systems for entire manufacturing lines to individual push buttons that turn the systems on and off.

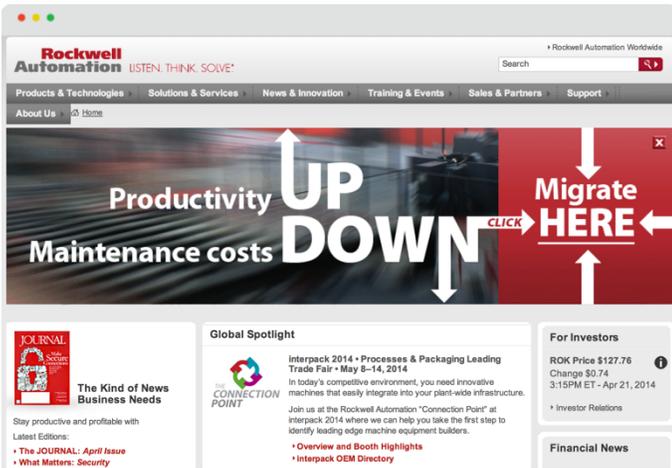
Tasked with growing market share for Rockwell’s Midrange Architecture System, Neil Rongstad, Global Manager of Marketing Demand Central, knew that his needed to go beyond the inbox to increase brand awareness and demand for the product. While they were already using Oracle | Eloqua to segment and nurture known contacts, the team had yet to come up with an integrated strategy that incorporated display advertising and the brand website to attract a broader range of their target audience.

Using Bizo’s display advertising solution and Get Smart Content, Rockwell Automation targeted three audience segments that were a fit for the Midrange Architecture System:

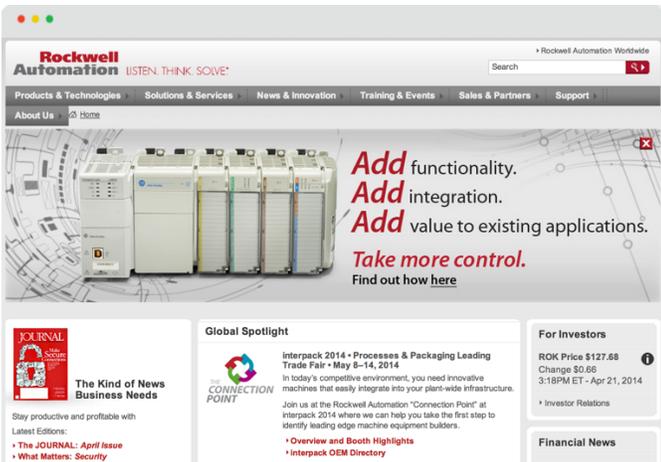
- Migration: Visitor previously purchased an older Rockwell controller. CTA: Upgrade Systems
- Upsell: Visitor previously purchased a micro, smaller controller, but not midrange. CTA: Add Functionality
- Acquisition: Visitor is an existing Rockwell customer who owns a different product, but not a controller. CTA: Optimize Your Business Processes

Through Bizo display advertising, Rockwell served targeted ads across the web to both anonymous and known website visitors that fell into their target segments. When website visitors in these segments returned to the website, they were greeted with relevant content that supported the display ads on both the homepage and Midrange Architecture System pages.

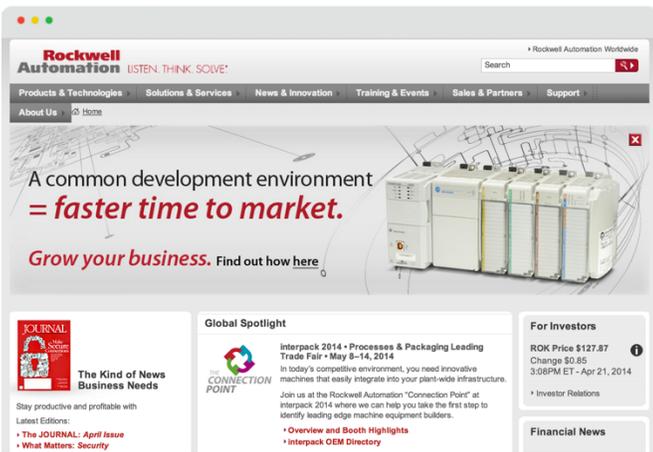
The results were incredible. Across the three targeted segments, Rockwell increased traffic to the Midrange Architecture System product pages by 23X and saw conversion rates increase from an average of 5% to 28% when visitors saw a relevant content experience.



MIGRATION AUDIENCE
 15% decrease in bounce rate, 23% conversion rate



UPSELL AUDIENCE
 40% decrease in bounce rate, 18% conversion rate



ACQUISITION AUDIENCE
 55% decrease in bounce rate, 43% conversion rate

Before Get Smart Content, conversion rates were 5%.