

Optimizing user flow and driving targeted traffic with Decibel Insight and Adobe Target

dun & bradstreet

Dun & Bradstreet helps businesses grow their most valuable relationships by providing data and analytics solutions for managing financial risk, empowering marketing and sales, and protecting supply chains.

FEATURES USED



HEATMAPS



SESSION REPLAY



ADOBE TARGET INTEGRATION

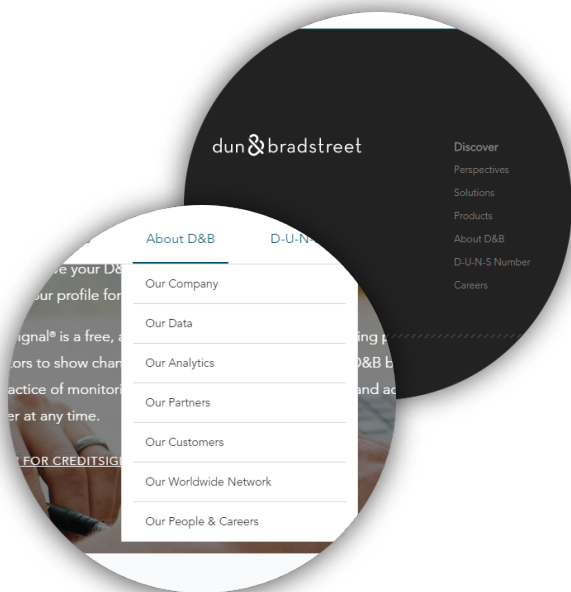


Fig. 1 - Updated header and footer

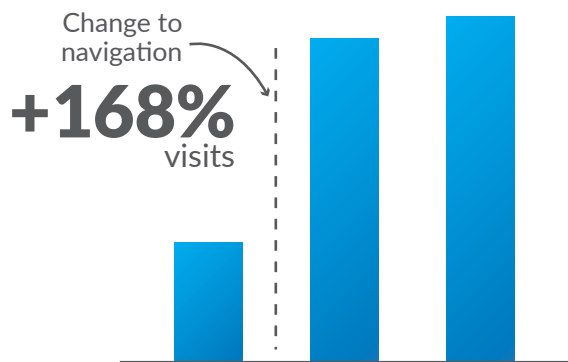


Fig. 2 - Traffic to the careers section

Using Decibel Insight, Dun & Bradstreet’s marketing team has uncovered key user insights that have contributed to significant improvements to the user experience on their website.

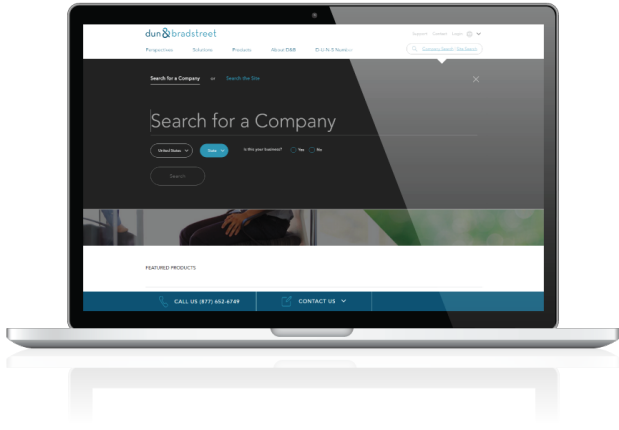
DRIVING TRAFFIC TO THE CAREERS SECTION

Hiring is a key strategic objective for Dun & Bradstreet – and the careers section of their website is the shop-window for prospective staff to explore their opportunities.

Using Decibel Insight’s session replay tool, analysts at Dun & Bradstreet identified a segment of visitors who struggled to locate the careers section. At the time, the link to this content could be found only after clicking through to the “about us” section of dnb.com.

Based on the user insight discovered through Decibel Insight, Dun & Bradstreet added clear “careers” links to their global navigation and footer menu (fig. 1, left).

The result was an uplift of 168% – from 3,000 monthly unique visitors to the careers section, to 8,000 after the change was made.



IMPROVING THE SEARCH FUNCTION

Central to Dun & Bradstreet's digital strategy is the ability for their users to search for company information and credit reports on dnb.com.

During their recent website redesign, the search box was updated to include a button to clear the current search term – an “x” to the right of the text input. In user tests, test subjects seemed confused by this new functionality.

Analysts at Dun & Bradstreet used Decibel Insight to:

1. Create a goal for site visitors who interacted with the new “clear search” button
2. Create a segment of visitors who met that goal
3. Watch session replays for visitors within the segment

The findings from Decibel Insight validated the findings of the small-scale user test – that visitors were in fact clicking the new “x” button with the intent to exit search, rather than clear the current search entry.

As a result, Dun & Bradstreet made simple changes to improve their user's experience of this on-page element – updating the functionality of the “x” button to exit search, and relocating it to a more logical on-page position based on its function.

INTEGRATION WITH ADOBE TARGET

As Adobe Marketing Cloud users, Dun & Bradstreet have deployed Decibel Insight's two-way integration with Adobe Target.

As a result, their analytics and optimization team is able to create audience segments in Decibel Insight based around the test variations visitors were served via Adobe Target – and build powerful reports into the user experiences that resulted.

According to Merritt Aho, Marketing Director of Testing & Optimization, “Decibel Insight contributes to an understanding of a/b test performance that goes beyond winning and losing. We are able to get a rich view of user interactions with test variations, often explaining the ‘why’ behind test results, and not just the ‘what’ provided by traditional test measurement methods. And with the flexible, always-on integration with our testing technology, we never have to worry about setup—the data is just there when we need it.”

“Decibel Insight gives us a way to understand the customer experience that no other tool in our technology stack can. It strikes a delicate balance between quantitative and qualitative data, giving us both the what and the why behind site performance. Best part about it? It's packaged up in a simple, but powerful UI so that any marketer can leverage its extensive features whenever they need it without going through extensive training.”

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