

Bringg Logistics Sees TrenDemon Deliver Results



Client Overview

Bringg is the leading customer-centric logistics platform for enterprises, operating in more than 50 countries with customers that include some of the world's best-known brands.

Bringg's solution enables companies to quickly streamline the delivery of goods and services to create optimal efficiency and the best-possible user experience. Their open, customizable platform includes web-based applications for dispatch and administration, mobile apps for drivers and service people, and a branded mobile solution for customers.



The Challenge

Bringg constantly strives toward excellence and growth. They sought a way to maximize their main conversion objective: to educate site visitors about the company to the point that they book a demo.

Content was vital to this process, as 73% of users who book a demo read content before converting. The challenge lay in identifying the exact influence that specific content had on conversion.

Bringg posts various types of content, and they needed to know where to concentrate their creation efforts.

Mapping the customer experience was essential, so Bringg needed a tool that could track the visitor journey at a detailed level and present the information in a simple way.

Also, they wanted to filter leads to meet their minimal customer requirement of 10,000 deliveries per month.



The Action

To keep things simple, Bringg integrated TrenDemon with Salesforce and HubSpot. This allowed them to easily follow up on TrenDemon leads and evaluate the entire visitor journey on one streamlined dashboard.

In keeping with their philosophy of continuous improvement, Bringg decided to perform a few experiments. While they saw impressive results right away, they wanted to test if TrenDemon was really the main success factor, or if something else was generating conversions.

As Tania Fuchs, Bringg's Marketing Director, explained: "We never use a tool for the same purpose for more than one or two quarters. The idea is to keep scaling."

Bringg therefore stopped using TrenDemon for a few months, and the consequences were shocking. They saw a significant decrease in the number of pages read, and a whopping 30-40% drop in conversion.

After this experiment, the company resumed using TrenDemon, and once again enjoyed positive results.

The Results

Bringg saw demo bookings – their main KPI – increase by 20.5% over two quarters. In general, the rate of goal completion increased by approximately 21% during the same period, and in just one quarter, the number of pages read increased by about 18%. All of these results translated into sales opportunities with major revenue potential.

One of the reasons for this success was TrenDemon's data showing the main landing pages for visitors. Although Bringg suspected that certain pages and white papers were driving conversion, TrenDemon gave them the exact details in a simple way. Bringg then added more content pages and pieces to their website based on these insights, which positively influenced the read rate.

Bringg continues to use the knowledge of where to direct new and returning traffic for retargeting campaigns based on landing, nurturing, and conversion content. "

One of TrenDemon's biggest advantages is that it allows us to see the actual customer journey, and know what type of content we need to develop to increase conversions," said Fuchs.

Another valuable insight TrenDemon gave Bringg was about their newsletter, which they did not initially consider to be an important sales medium.

After tracking the newsletter form using TrenDemon tools, Bringg learned that a number of subscribers, among them a collection of the world's most notable companies, later became sales opportunities.

Now that they know that the newsletter is a valuable sales tool, they can make good choices about how to support and develop it.

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Finally, TrenDemon enabled Bringg to increase the efficiency of screening contacts. Based on TrenDemon's data, Bringg changed their messaging layouts, leading to more properly completed forms and better handling of leads that are not necessarily interested in buying, but which can still lead to opportunities.

Now that TrenDemon has "passed the test", Bringg is scaling up its use. Bringg is experimenting with new versions of CTAs, which they note is a very simple process. They are also changing visitor segmentation, adding to their sales modules, and generating information about various customer target types for a more defined sales approach.

As Tania Fuchs explained, "I am a big fan, and this opinion was not earned easily. We are very demanding, but TrenDemon has some of the best services and staff that I've ever encountered, and I've been doing this for a long time. TrenDemon's results were irrefutable."



About TrenDemon

TrenDemon's industry-leading solution enables marketers to analyze and increase the impact of content with a technology that is easy to implement and use, but which delivers powerful results. TrenDemon is trusted by top companies around the world, from Fortune 500 firms to early-stage startups.

To discover the value of your content and how we can take it to a higher level, arrange a no-commitment demo today:

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