

CHAPTER 5

Arcserve

Arcserve increases leads with interactive content built in Ion.



THE COMPANY

Arcserve, a global company headquartered in Minneapolis, Minnesota, is a leading provider of data protection and recovery software that provides organizations with the assurance that they can recover their data and applications when needed. Founded in 1990, Arcserve provides a comprehensive solution for virtual and physical environments, on premise or in the cloud, backed by unsurpassed support and expertise. Arcserve has an active customer base of 43,000 end users in more than 50 countries and partners with over 7,500 distributors, resellers and service providers around the world.

THE CHALLENGE

In Arcserve's transition to a more advanced web infrastructure, they wanted to overcome common content marketing challenges—time, resources, scalability—while also infusing more interactivity and innovation into everything they were doing. Industry content was traditionally seen as “boring,” and Arcserve's strategy is to debunk that stereotype, differentiate the company through its content, while increasing engagement and lead conversions. Arcserve's global presence provided an additional challenge since much of the content needs to be created in a variety of languages without sacrificing quality, agility and speed to market.

THE SOLUTION

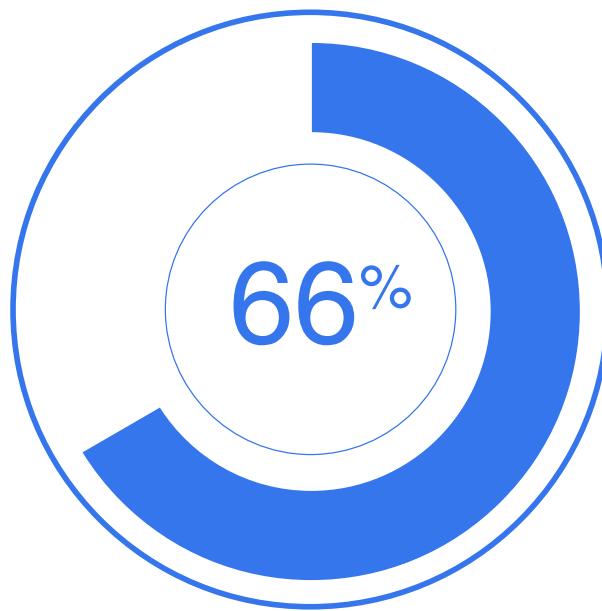
Arcserve tapped the Ion platform to produce engaging interactive content experiences, and worked with Ion's professional services team to help bring some of their content ideas to fruition. Working with Ion, Arcserve's marketing team was empowered to scale its content creation, producing significantly more than they had in the past. And, with Ion's Creative Studio, Arcserve can easily copy experiences and localize them for their regions across the globe. Everything from language & font variations, to fully integrated forms made the globalization of Arcserve's interactive content experiences a scalable, manageable endeavor.

THE RESULTS

The company has already seen significant inbound marketing success, with Ion leads contributing between 7.5-10% of total leads. They have also achieved notable gains in lead scoring tied to improved engagement with their content.

In addition to the positive external response, when the experiences were shared internally, Arcserve's leadership was impressed with the level of content differentiation they were now able to deliver throughout the buyer's journey.

One Arcserve content marketer noted, "This is a transformative tool in terms of how we engage customers and prospects. The platform and accompanying services are comprehensive and have demonstrable and strong ROI." Arcserve also noted the level of expertise and responsiveness of the Ion team in helping them bring their interactive content experiences to market.



Did You Know - 66% of content marketers say audience engagement has increased in their organization since using interactive content tactics.*

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- Arcserve Content Marketer

THE NEXT STEP

Arcserve has upcoming plans for additional global interactive content experiences and will continue to look for ways to create new and engaging content to drive content engagement and inbound leads.

