



AUTOMATION ANYWHERE

Go be great.

“ THESE LEADS BEAT EVERY OTHER SUPPLIER WE’VE EVER WORKED WITH, IN TERMS OF QUALITY, THEY ARE SECOND ONLY TO THE “REQUEST A QUOTE FORM” ON OUR CORPORATE WEBSITE ”

Campaign Objectives:

Automation Anywhere were looking to support their partner network and create mutual opportunities to deliver RPA projects for enterprise organizations. They needed to cut-through the noise by creating a specialist content hub on the Insights for Professionals platform.

- **Utilize a third-party platform** with in-depth intent, firmographic and profile data to drive accurate engagement with the right target audience
- **Drive cut through** of the brand to a highly engaged audience and build a relationship with them through high quality content
- **Pool expert knowledge** from their partner network of robotics and process specialists, and convert it into a highly effective digital content strategy
- **Understand Full funnel engagement** by audience, engagement and content performance
- **Generate ROI with prospects** through ensuring the relevant audience has received multiple digital touchpoints

TARGET AUDIENCE PAIN POINTS



Understanding their processes, and automating them to drive efficiency and productivity in the workplace



Handling legacy business processes and applications whilst attempting to keep up with digital transformation trends



Managing employees through periods of change due to upcoming digital transformation and answer the question “Will robots take my job?!”

Why Inbox Insight?

With a large, varied and actively engaged audience of Finance, Business Development and Operations decision makers, Inbox Insight were a leading choice to help Automation Anywhere reach their target personas, improve on their ROI, whilst establishing themselves as the leader in Robotic Process Automation.

Campaign Overview

Company Industry: Software

Market Offering: Business Process Automation

Target Audience: In order to reach the most relevant audiences and ensure an improvement in ROI, it was key to establish a clearly defined set of target audiences. In doing so, Inbox Insight were able to take a data-driven approach, segmenting their data to target the ideal criteria. In addition, Inbox Insight overlaid the target ideal customer profile with first party intent keywords to guarantee interaction and interest.

The audience breakdown consisted of:

Region: UK, Ireland, Nordics and Netherlands

Job Titles: Head of Finance+, Head of Operations+ and Transformation Manager+

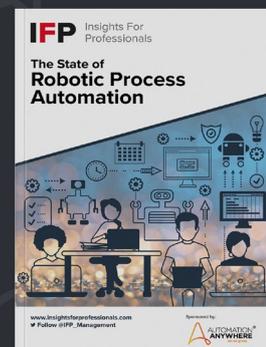
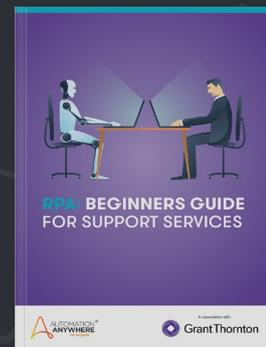
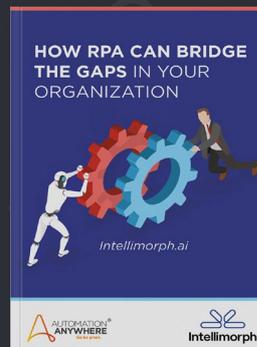
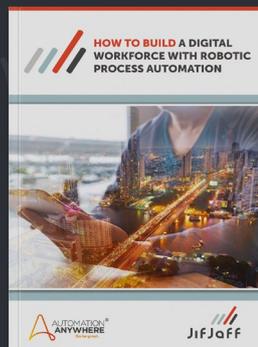
Company Size: 500+ employees (Mid/Large Organizations)

Intent Keywords: Artificial Intelligence, Intelligent Automation, Robotic Process Automation (RPA), Process Mining, Digital Transformation, Future of Work, Cognitive Robotics

Content

Automation Anywhere utilized a wide range of content formats in their InboxINBOUND amplification strategy, including digital guides, research reports, whitepapers, infographics, videos and short form articles.

Automation Anywhere also benefited from the support and guidance of the expert digital copywriters at Inbox Insight, who were able to advise on optimizing content and channel optimization. Further, having conducted briefing calls with subject matter experts at Automation Anywhere, as well as running a survey to gather first-party data, in-house copywriters at Inbox Insight were able to provide expertly written and designed guides/articles to support the campaign:



| 1 Analyst Report | 1 Infographic | 1 Video | 16 Guides (8 pages/2000 words) |
| 17 Articles (800-1000 words) |

Having fresh content assisted in raising brand awareness, driving engagement and generating high-quality engagement from prospects. An evolving publishing calendar meant that the article content gave new life to the campaign each fortnight, and over time created natural SEO uplift for the hub and the pages it linked back to.

“ **The IFP content was exceptionally well written and designed. The editorial process was well managed and the research team at IFP know a lot about RPA now!** ”

Creatives

Inbox Insight also created a series of optimized social and programmatic creatives to deliver the message across all digital channels in an engaging way, whilst remaining consistent with brand and tone of voice guidelines.



| 5 Creative sets in IAB and Social Formats |
| 1 Email HTML & 33 Newsletter Inclusions |

Channels

As one of the key focuses for Automation Anywhere was to improve ROI, a campaign that utilized multiple digital channels was fundamental to guaranteeing multiple touchpoints and gathering a high-quality response through content engagement.

At the core of the campaign sat the Inbox**INBOUND** RPA Hub hosted on Insights for Professionals, enabling easy access for the IFP community and to all engagements generated via all digital channels. By taking ownership of this hub, Automation Anywhere successfully emphasized their position as the leading organization in RPA, whilst having the ability to house all RPA content in an immersive engaging platform. It also allowed them to host content from industry experts from within their partner network, creating a one stop shop for the IFP audience to learn from market leaders such as Deloitte, Capgemini and Grant Thornton.

Additionally, email marketing, programmatic display and paid social were used to support the content amplification objectives, helping deliver Automation Anywhere messaging to reach relevant first party decision makers, driving the users back into the hub for continued nurture and engagement.

The multiple channels were deployed at different stages of the user journey:

1. Building awareness within the community

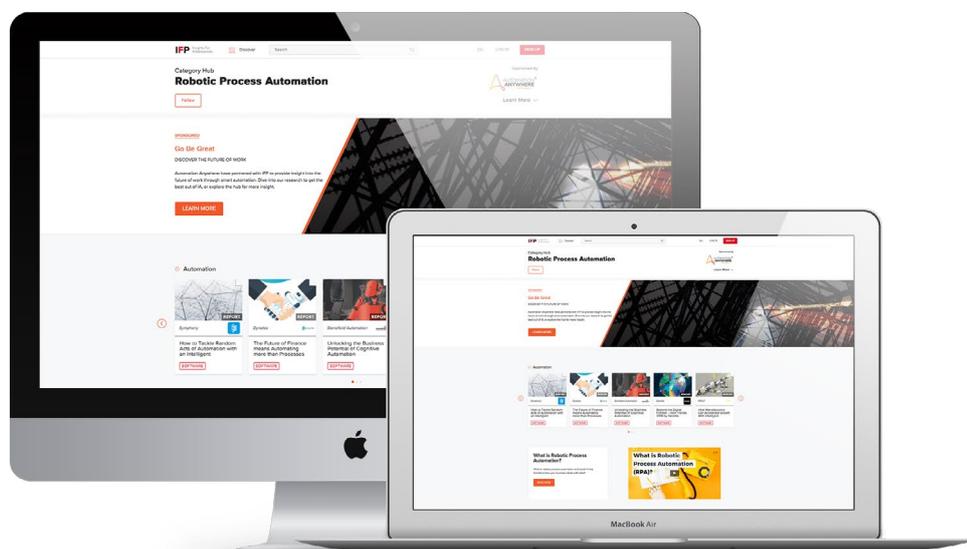
- Featured banners in key native placements on the IFP platform
- Programmatic display advertising to intent data
- Create an immersive landing page environment on the hub

2. Driving interest in the topic area

- Push the articles out on social media to engaged communities
- Focus traffic into short form articles to intro topic
- Show them the next article in a sequence, increasing in depth

3. Generate opt-in engagements with long form content

- Engage them with more detailed guides to increase read time
- Deliver email nurture sequences with more content on topic
- Remarket visitors to the hub across all channels driving them back in



Performance and Analytics

Dedicated Reporting Dashboard

Automation Anywhere were provided a dedicated reporting dashboard, whereby metrics were provided in real-time. These included article views, page views and downloaded reports, as well as KPIs such as average session/page duration and read time per content title and further insights.

These content insights allowed the team at Inbox Insight to adapt their content amplification strategy mid-campaign, doubling down on high performing assets and increasing the reach of the best content. It also gave Inbox Insight valuable feedback to provide to Automation Anywhere and their partners about trends in their industry.

HUB METRICS

Page Views	Avg. Time on Page
3,753	00:02:38

ARTICLE METRICS

Articles Viewed	Avg. Time on Page
13,541	00:02:02

PREVIEW PAGE METRICS

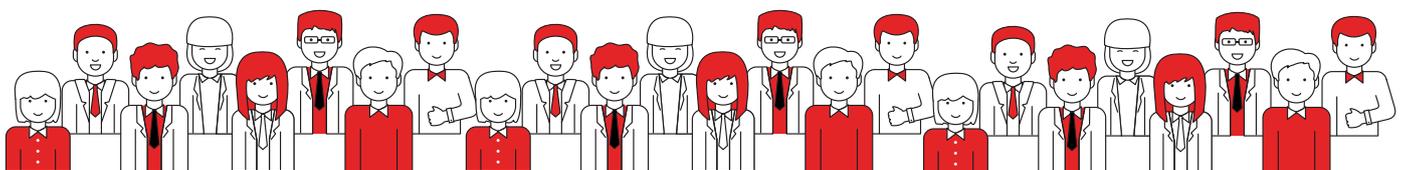
Page Views	Avg. Time on Page
7,001	00:01:02

DOWNLOADED REPORTS

Report Downloads	Avg. Time on Page
578	00:01:41

Top 5 Downloaded Reports

1. Which Processes Should You Automate with RPA?
2. RPA vs AI (and Everything in Between)
3. How Cognitive Automation is Shaping the Future of Work
4. What is RPA? We define Robotic Process Automation and how it works
5. Attended vs Unattended Bots - Is Human/Bot Teamwork on the Horizon?



Real Time Engagement Stream

An additional layer of visibility was provided in the form of a real-time content engagement platform. The active dashboard provided accessibility to a 'behaviour timeline' for each individual user, seeing precisely where and when they have engaged with content. The use of a scoring model gave the business development team at Automation Anywhere unprecedented insight into where in their RPA journey each prospect was, and helped them to follow up with the next useful resource for the prospect.

OPT IN ENGAGEMENTS	COMBINED LEAD SCORE	AVG SCORE
578	7,980	15

User Engagement Timeline:



Activity Score

- October 19th 7:33PM** Visited Robotic Process Automation Hub **+5**
- October 19th 7:34PM** Downloaded "Beyond the Digital Frontier - Tech Trends 2019" by Deloitte **+10**
- October 19th 7:36PM** Downloaded IFP & Automation Anywhere Report, "The State of RPA Today" **+10**
- October 19th 7:37PM** Downloaded "4 Steps for End to End Automation" **+10**
- October 19th 8:53PM** Read article "Which processes should you automate with RPA?" **+5**



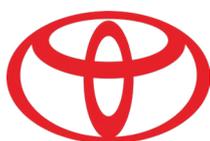
Campaign Results

30% of all organizations received 2 or more touches throughout the duration of the campaign.

Ultimately, Inbox Insight and the Robotic Process Automation Hub were able to generate high quality engagement from multiple contacts within relevant blue chip organisations at scale.

Inbox Insight captured the demand of specialist decision makers and champions for RPA within these organisations that are

traditionally hard to reach, and positioned Automation Anywhere and their partners as an authority through thought leadership. This was reflected in the positive reaction that the business development team reported upon contacting the prospects we engaged, and a high percentage of meetings booked form open calls in comparison to other suppliers.



Customer Evaluation



When our BDR team followed up, the audience were extremely receptive, and the conversations quickly developed into appointments, pipeline and now significant ROI.



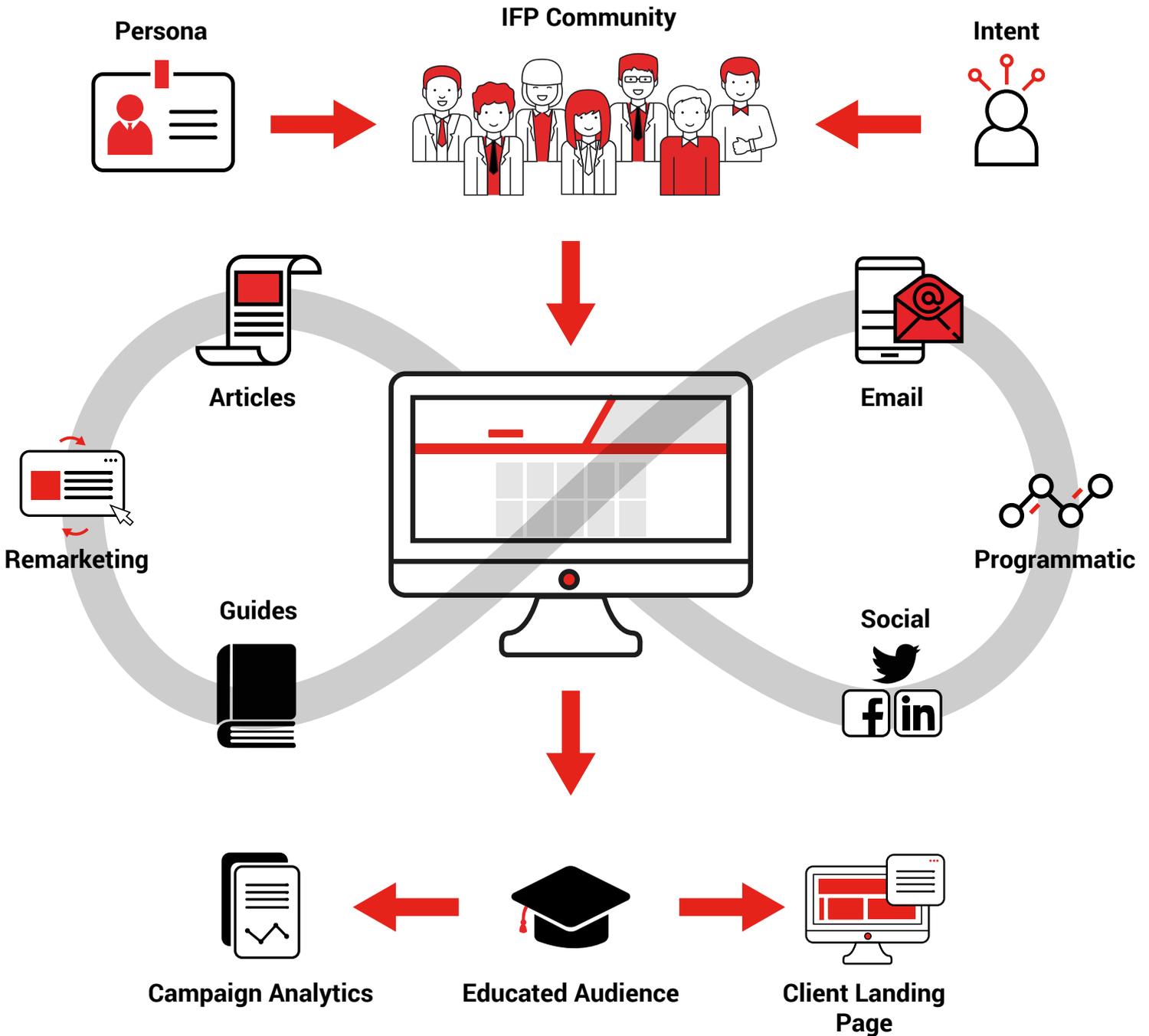
What is InboxINBOUND?

InboxINBOUND drives cut-through by creating a hub on a specific topic for your brand, and hosting it on our content platform **Insights for Professionals**. As a centralised, managed campaign, it provides you with a one stop shop to deliver an immersive browsing environment for your target customer while they research solutions to their challenges.

- **Content Hub** - We curate your best content and optimise it for engagement, through layering on real-time intent signals, gathered from thousands of audience interactions.
- **Digital Channels** - We then use the same data-driven intelligence to drive the most relevant audiences to the hub through a series of optimised digital touchpoints.
- **Powerful Analytics** - Understand your audiences' interests, drive superior content performance and fast-track engagement with real-time reporting. Track content journeys at the user level and account level, to gain real insight into buying behaviour.



Inbox**INBOUND**



[Download our InboxINBOUND Product sheet](#)