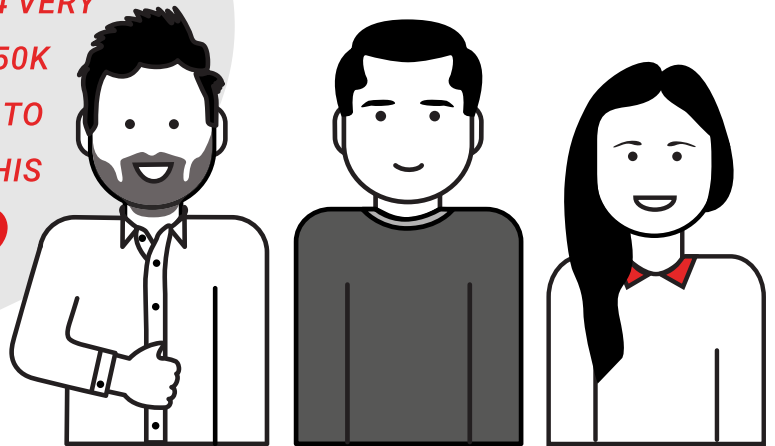


# KOFAX

“INBOX INSIGHT HAVE GENERATED 4 VERY STRONG OPPORTUNITIES, TOTALLING \$250K IN PIPELINE. WE ARE LOOKING FORWARD TO GROWING THIS NUMBER AND CLOSING THIS CAMPAIGN WITH STRONG RESULTS”



## Campaign Objectives:

In order to build pipeline and cement their position as a leader within the Intelligent Automation space, Kofax sponsored an Intelligent Automation Hub on the Insights for Professionals platform. The main objectives for the campaign included:

- Amplify Kofax's position as a leader in Intelligent Automation, building thought leadership presence amongst a highly-engaged audience
- Generate ROI and building a pipeline with prospects through full-funnel engagement, ensuring the target audience had received multiple digital touchpoints
- Utilize lead scoring models and in-depth analytics to support effective lead nurture, driving increased pipeline and ROI.

## Why Inbox Insight?

Since 2017, Inbox Insight and Kofax have worked together running high-quality, effective InboxENGAGE campaigns that have proven beneficial to Kofax's pipeline. In this time, Kofax and Inbox Insight have built a long-standing professional relationship. They soon discovered InboxINBOUND's insight-driven approach aligned even better with their evolving objectives and strategies, and were excited to get started.

## Targeting Overview

**Company Industry:** Software

**Market Offering:** Business Intelligence Automation

**Target Audience:** With the objective of engaging relevant audiences and building pipeline, it was essential to establish a clearly defined set of target personas. Upon determining the key audience, Inbox Insight were able to take a data-driven approach, segmenting their data to target the ideal criteria. Further, Inbox Insight utilized first party intent keywords alongside the buyer profile to guarantee engagement.

**The audience breakdown consisted of:**

**Region:** UK, Ireland, Nordics and USA

**Job Titles:** Manager+

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

**Intent Keywords:** Intelligent Automation, Robotic Process Automation, Data Automation, AI Automation, Cognitive Robotics, Data Processing, Artificial Intelligence, Data Processing Digital Workspace, Finance Automation, Innovation, Operations

## Strategy Overview

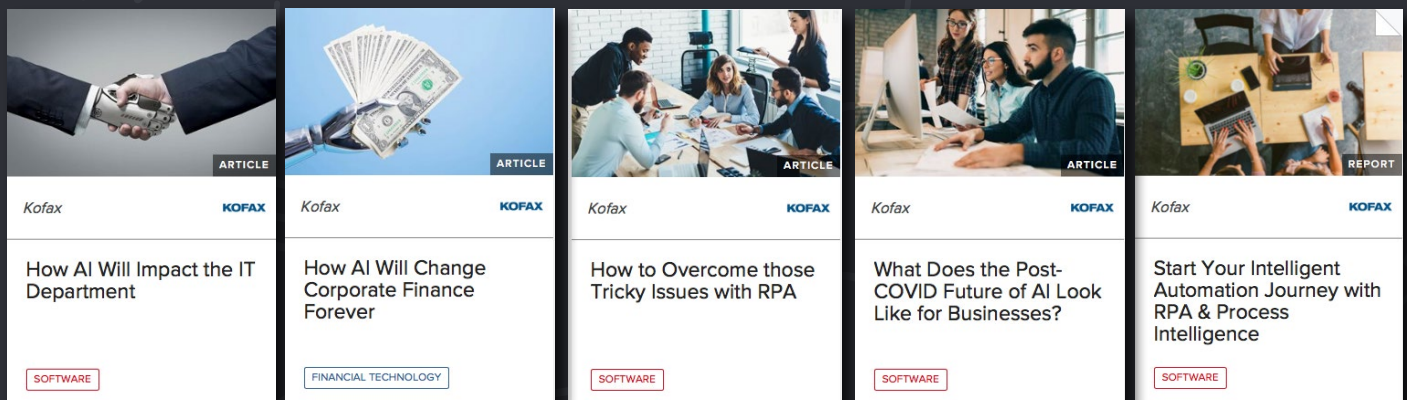
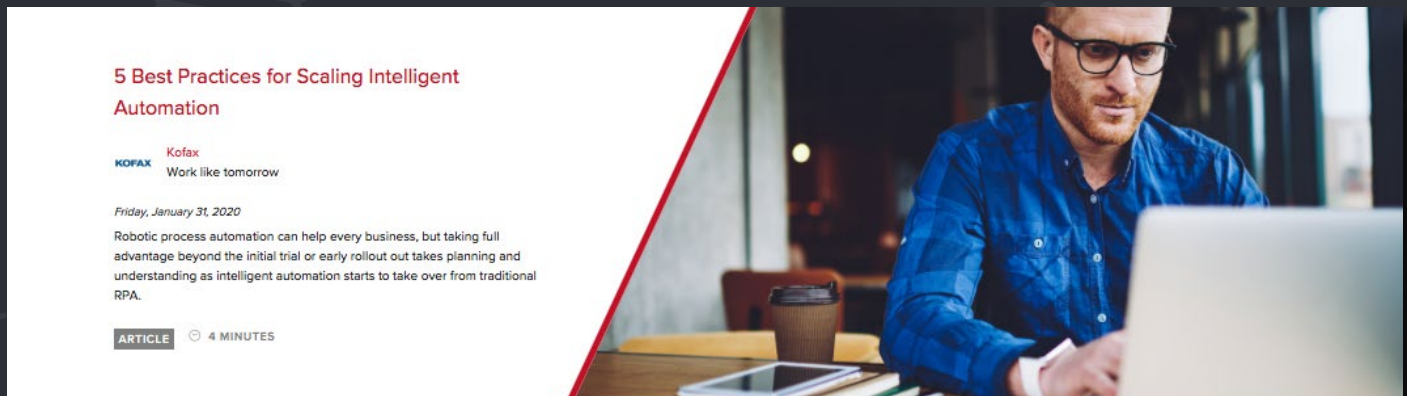
PHASE ONE	PHASE TWO	PHASE THREE
Launch all media to drive traffic to the Intelligent Automation Hub on IFP, sponsored by Kofax	Complete mid-campaign review	Continue use of email prospecting and nurture tactics side-by-side to support the 400-opt-in engagement KPI.
Target key personas with a range of introductory content across paid social, email and programmatic display	Close off paid social and display programmatic KPIs	Creation and introduction of COVID-19 content to drive net-new engagements
Use first-party intent data to overlay behavioral targeting across the entire campaign.	Launch email nurture and remarketing activity to key target personas, introducing full-funnel content to drive conversion	Introduce new content format to the hub: On-Demand Webinars
		Introduce HR buyer persona to target criteria, overlapped with intent targeting, using relevant messaging



## Content

With support from the in-house content team, Inbox Insight effectively amplified a wide range of content formats in their **InboxINBOUND** content strategy, including pre-existing digital guides, Forrester reports, whitepapers, infographics, customer case studies and webinars.

Kofax also benefited from the guidance of the expert digital copywriters at Inbox Insight, who were able to advise on content and channel optimization. Further, having conducted first-party research into the Intelligent Automation space, the content team were able to provide expertly written, relevant articles to amplify throughout the campaign. Ensuring continuous optimization resulting in additional new content throughout the campaign, such as the timely article, 'What does the Post-COVID Future of AI Look Like for Businesses?'



“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!”



## Channels

A key focus for Kofax was to build pipeline and opportunities. In order to ensure each opt-in engagement had proven intent and was of high quality, the campaign utilized multiple digital channels within the strategy to remarket engaged users, guaranteeing multiple touchpoints. Paid social, programmatic display and email marketing were fundamental in fulfilling content amplification objectives, enabling Kofax to reach relevant target personas and drive them through to the [Intelligent Automation](#) content hub on **Insights for Professionals**.

**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
- An immersive landing page environment on the hub

### 2. Driving interest in the topic area:

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

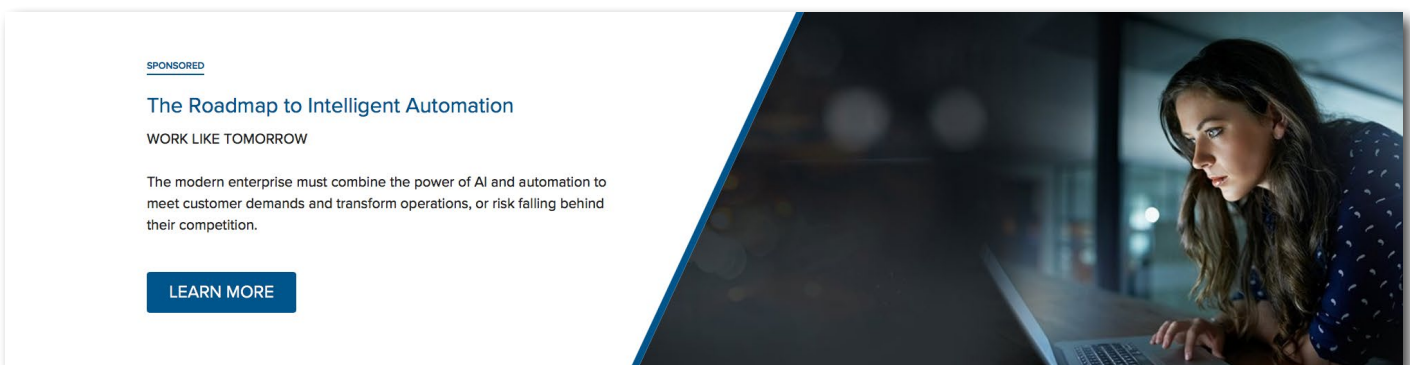
### 3. Generate opt-in engagements with long form content

- 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

## Insights for Professionals

Central to the campaign sat the Inbox**INBOUND** [Intelligent Automation hub](#), hosted on Insights for Professionals, which housed all of Kofax's content in one easy-access platform. When a user engages with any content across any of the digital channels used, they were directed to access the material on the hub.

This further allows engaged users to continue exploring relevant Intelligent Automation content, contributing to their lead score and building up a portfolio of intent against the prospect.






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**IFP**

**50%**  
of  
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are being missed


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Start Your **Intelligent Automation**  
Journey with **RPA and Process Intelligence**

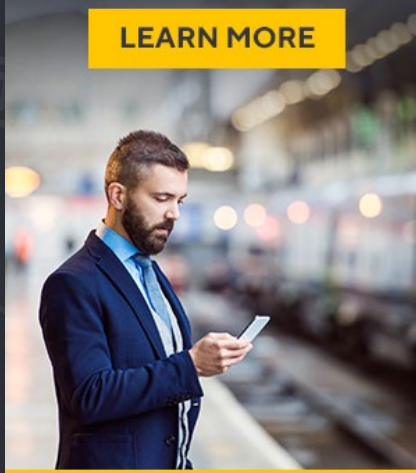
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## Performance and Analytics

### Content Performance Dashboard

Kofax had access to 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.

HUB METRICS		ARTICLE METRICS	
Page Views	Avg. Time on Page	Articles Viewed	Avg. Time on Page
853	00:02:09	1,613	00:01:24
PREVIEW PAGE METRICS		DOWNLOADED REPORTS	
Page Views	Avg. Time on Page	Report Downloads	Avg. Time on Page
1,087	00:01:46	142	00:03:26

### Top 5 Read Articles

1. How AI Will Impact the IT Department
2. Why Deep Learning is Powering Real AI
3. How AI Will Change Corporate Finance Forever
4. Are You Making the Most of Intelligent Automation?
5. What Does the Post-COVID Future of AI Look Like for Businesses?

The content performance dashboard gave Inbox Insight valuable feedback to provide to Kofax about trends in their industry. Further, these content insights allowed the team at Inbox Insight to adapt their content amplification strategy mid-campaign, doubling down on high performing assets, adding timely assets for optimal performance and increasing the reach of the best content. Additionally, having seen greater interest in the topic with IFP's HR audience, Inbox Insight and Kofax expanded the targeting criteria in the latter half of the timeframe to include UK HR job titles, on the basis that they had shown intent against AI, RPA or BI before. All these minor adjustments helped to optimise performance and highlights Inbox Insight's ability to be proactive for the best results.

***"We received continuous guidance from the internal team at Inbox Insight about how to optimize our approach to best reach and engage our target audience."***

## Real Time Engagement Stream

An additional layer of visibility was provided in the form of a real-time user engagement platform, enabling Kofax to see precisely where and when each individual user had engaged with content. The use of a bespoke lead scoring model gave the business development team at Kofax unprecedented insight into where in their Intelligent Automation 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
428	8580	10

### User Engagement Timeline:



Operations  
Director

Activity Score

● April 22nd 7:39AM

Read article "Why Deep Learning is Powering Real AI"

+5

● April 22nd 7:54AM

Visited Intelligent Automation Hub

+10

● April 24th 10:16AM

Read article "Intelligent Automation Pitfalls You Need to Avoid"

+5

● April 27th 8:32AM

Downloaded "Enhancing Your RPA Implementation with Intelligenet Information"

+10

● April 28th 11:26AM

Downloaded "100 Ways to Automate Your Enterprise"

+10



Activity Score

40

## Campaign Results

*"Inbox Insight have generated 4 very strong opportunities, totalling \$250k in pipeline. We couldn't be happier with the results so far."*

**Ultimately, Inbox Insight were able to fulfil the fundamental objective to amplify Kofax's messaging with the target audience, whilst building substantial pipeline.**

Inbox Insight successfully reached and engaged target personas within the Intelligent Automation space, positioning Kofax as an authority. Using high-quality, relevant

and topical content across a wide range of channels ensured Inbox Insight were able to capture the attention of target buyers and encourage them to further engage with Kofax's thought leadership. The success is reflected in the significant pipeline figure, indicating the impact of the strategy and sequences implemented throughout the campaign.



**The team were very professional, consistently staying on top of the campaign in order to optimize and drive success.**

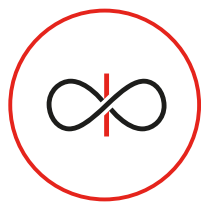


### What is InboxINBOUND?

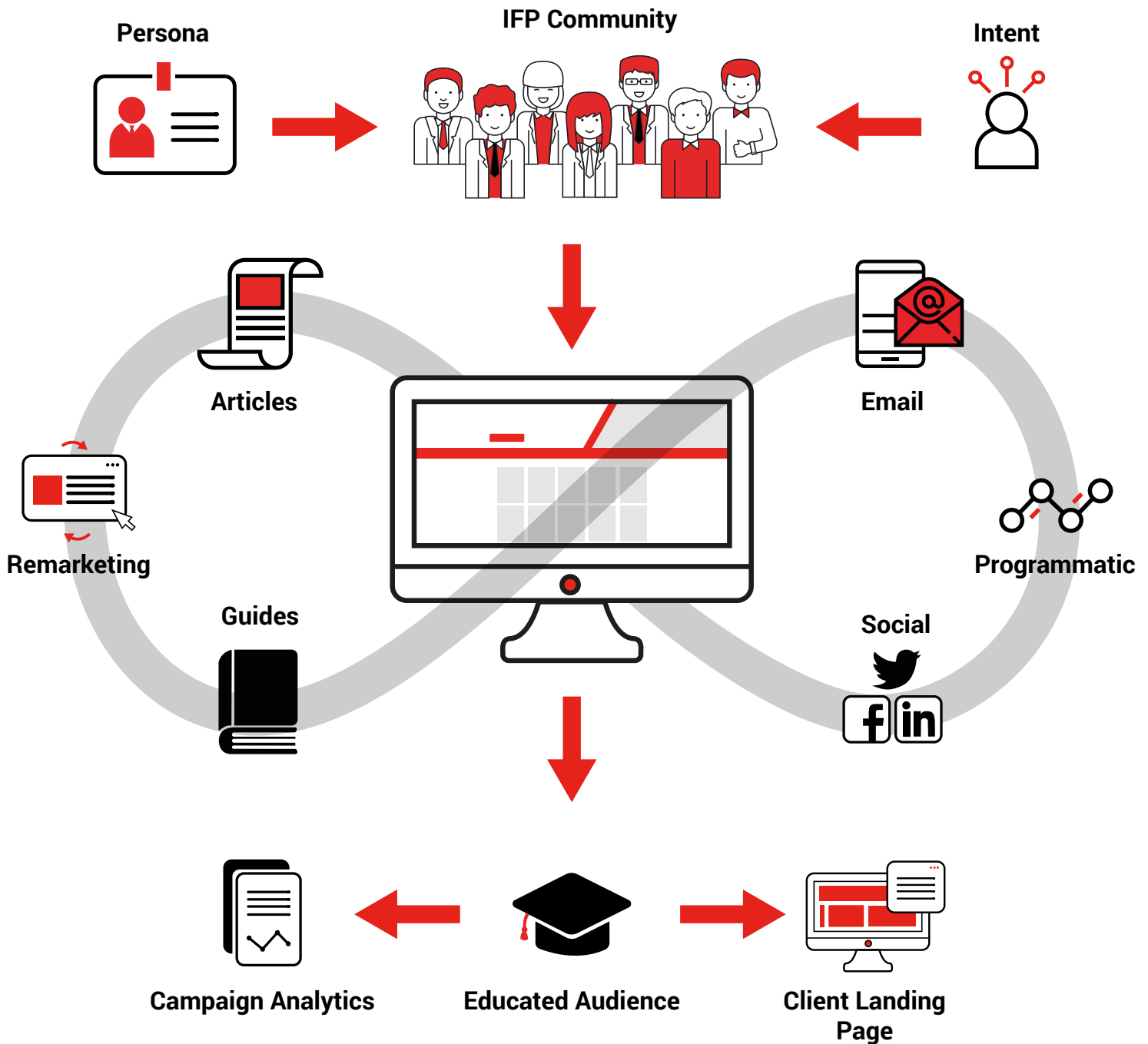
Inbox**INBOUND** drives cut-through by creating a hub on a specific topic for your brand, and hosting it on our content platform **Insights for Professionals**. As a centralised, managed campaign, it provides you with a one stop shop to deliver an immersive browsing environment for your target customer 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](#)

CASE STUDY: KOFAX - InboxINBOUND

[www.inboxinsight.com](http://www.inboxinsight.com)

**InboxInsight**