2022

How PMMI is Collecting First-Party Data from Newly-Acquired Names

PMMI Media Group

Project Background

Knowing the value of first-party data and prioritizing it sets organizations apart from their competition. First-party data is so desirable because it has been collected directly from the people you want to reach most. It's qualitative and accurate, meaning it's incredibly relevant to your business. Most importantly, you own the first-party data you've collected. It allows you deeper insights into your audience members, so targeting them and understanding how they want to engage can lead to new revenue opportunities.

PMMI Media Group (PMMI) is a market-leading B2B media company that creates resources for processing and packaging professionals, bringing together solution providers and end-users to facilitate connectivity throughout the supply chain. This success story highlights PMMI's fresh approach with new-name conversions and their commitment to growing their first-party data.

The most challenging part of a new campaign like this is determining how much first-party data you can collect from new names. For example, when collecting user data via popup forms on your website, there is a risk of someone abandoning the form because it's too long, lowering your conversion rate. Striking the right balance is crucial. This is the story about how PMMI did it, leading to big wins.

Goals

PMMI had two primary goals: convert their anonymous website visitors to known, while also collecting first-party data points they could pass to their sales team for further lead fostering.

By leveraging Omeda's Form Builder & Metering tools, PMMI was able to effectively convert their anonymous website traffic and collect first-party data without losing records to form abandonment.

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Process | The Omeda Solution

In order to successfully capture the desired first-party data, PMMI leveraged the following tools:

1 In Form Builder, they designed new acquisition forms that were unified on the front-end, but processed as two separate forms on the backend. This retained the basic contact data from the first 'page' (aka form #1) in the event of form abandonment on the subsequent 'page' (form #2).

2 Also in Form Builder, as part of form #2, PMMI was able to dynamically display various demographics depending on what was or was not present on a contact's record, fitting the needs of both new-name records and pre-existing records.

3 Using Omeda's Metering tool, they implemented a "Welcome Wall" for each of their sites, a soft gate targeting anonymous visitors. This contained an acquisition form that was tied to a white paper download.

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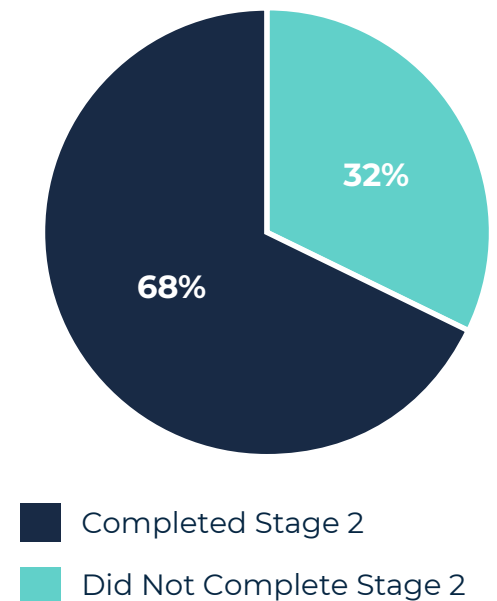
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Success

- To date, **over 6,300 submissions** have passed through page/form 1, providing the most basic contact information that can be processed and retained by PMMI.

- **Over 50%** of the welcome wall, page/form 1 submissions are brand new to the PMMI database.

- On average, **68%** of the page/form 1 submissions have **gone on to complete** page/form 2, providing key demographic and profile information that enhances PMMI's first-party data.

- For the **~32% that abandon** page 2, their contact information is retained from page/form 1 and they are **automatically added to an Odyssey marketing drip campaign** that prompts them to complete their profile and provide the key first-party data.

Completion vs Abandonment of Page Form 2

- ■ Completed Stage 2
- ■ Did Not Complete Stage 2

"Soft-gating the websites was a part of conversation for years, and it was great to be able to build a solution in Omeda and see immediate results."

- Emma C., Marketing & Data Manager

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CTA

If you are looking to target your anonymous traffic and grow your first-party data, here are two key things to consider:

- *What does your anonymous website traffic look like? Do they read several pages throughout the month, or do they visit a single time and leave?* (Current clients can talk to their CSM, or check out your website engagement skittle to find out!)
- *What are the top 3-5 demographics that are most vital to your sales and audience teams?*

Answering these questions will give you the foundation you need to launch your own successful first-party data campaign.

"This project has allowed us to see the names and companies behind unknown traffic to our website and not only grow our audience for advertising, but allowed us to see who is visiting the site. We feel like this is just a first step towards converting our website traffic and using progressing forms to augment data that makes our database the best in the world for our advertisers."

- Elizabeth K., Sr. Director, Digital & Data

Looking for more strategic assistance? Please reach out to your Client Success Manager or contact us at **sales@omeda.com** to learn more about how our CODiE Award winning solution can work for you!

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