Targeted Offers & Content
Promotion Drive Conversions

THE COMPANY
Brainshark enables companies to accelerate revenue through faster training, improved lead generation and more successful sales conversations. In addition to the Brainshark brand, which includes solutions for on-demand video presentations, the company offers SlideShark, which allows users to distribute, manage and track live presentation content. Both brands have freemium offerings to generate user interest. Brainshark’s customers include large organizations – including half of the Fortune 100 – plus thousands of mid-sized and small businesses.

“Evergage put us back in control. We were empowered to communicate with our free users in relevant and unique ways, increasing our pipeline year over year.”

- Arthur Gehring
VP of Demand Generation
Brainshark

150% INCREASE
IN FREE TRIAL SIGNUPS

$1.1 MILLION
IN SALES PIPELINE INFLUENCED

15% LIFT
IN WEBINAR REGISTRATIONS
THE CHALLENGE

Brainshark wanted to drive more value from its freemium products by educating, cross-selling and upselling users at the right time. The marketing and sales teams also wanted more insight into how freemium users were engaging with these products, particularly so they could promote 30-day trials to the most appropriate candidates and identify the best sales prospects.

Marketing also hit a roadblock when they wanted to insert messages or promote offers. They needed their engineering team or CMS consultants to make the changes, but it was time-consuming and never prioritized.

THE SOLUTION

The company turned to Evergage to help address these challenges. With Evergage, Marketing gained previously unattainable insights into in-app user behavior and was able to engage and educate their freemium user base with timely updates and targeted, relevant messages. The team could deliver training and tutorials, videos and targeted step-by-step programs that increased engagement, while educating them about relevant key features and benefits of their paid products. Evergage-powered content, messages and promotions easily fit into the user interface without interfering with the user experience.

Happy with Evergage for user behavior tracking and in-app messaging, the marketing team then decided to implement Evergage on their website and blog to convert more visitors into leads and increase engagement. The company delivered targeted messages to promote relevant upcoming webinars and content such as eBooks and PowerPoint templates. The team could now easily add content and deliver personalized messages without the need of developers.

THE RESULTS

Since launching Evergage, Brainshark has created over 120 messages, with 8M impressions delivered and 21,000+ clickthroughs. It has influenced more than $1.1M in sales pipeline while increasing the number of opportunities and pipeline value year over year. Evergage messages have increased webinar registrations by 15%, increased the number of SlideShark trials by 150% year over year, and netted a 9x increase in sales inquiries from inbound phone calls, emails and contact forms.