

Client

The American Society of Mechanical Engineers (ASME) is a not-for-profit membership organization founded in 1880 with has over 100,000 members in over 140 countries.

Challenge

Low levels of content engagement from site visitors are stagnating buyer's journey. Relatively high bounce rate and level of page exits is reducing effectiveness of content marketing.

Approach

- Installed GuideBox on less than half of ASME's commerce related pages
- Simple integration, requiring only a single line of JavaScript
- Uses only anonymous behavioral data, requires no cookies
- No GDPR or CCPA implications

Results

- 139% improvement in content engagement
- 80% reduction in page exits
- 12 point improvement in bounce rate
- 0.48% Improvement in Course Revenue
- Drove Total Revenue Opportunity of over \$286,771

About ASME

ASME looked to improve customer engagement and progression in order to drive revenue growth. Their problem centered on matching site visitors to the right content at the right time.

One of ASME's key requirements is to do this without personal data and that all data captured is anonymized. Instead of relying upon knowledge of the human on the site, GuideBox looks at the visitor's behavior to make its predictions.

Project Details

ASME implemented SoloSegment's GuideBox on their website as part of a Proof-of-Concept in early 2020. GuideBox provides site visitors across the platform. Whether someone is looking at standards,

The project focused primarily on recommendations for ASME Courses. After implementing GuideBox, ASME saw the addition of recommended related products on their site's pages on ASME Courses. GuideBox, through the use of anonymous personalization, determined the most relevant recommendations to show site visitors and helped move buyers down the funnel.

With these recommendations on ASME Course pages, bounce rate and page exits decreased as visitors were directed to the content that suited their specific needs. GuideBox drove a 56% increase in click through rate (CTR) to 1.76%, and assisted with improving conversion rate to almost 1.5%.

About GuideBox

SoloSegment's GuideBox improves customer experience on websites increasing customer engagement and progression towards goals. GuideBox gathers data about context and customer intent in order to predict two things: 1) What is the visitor trying to accomplish during this visit? and 2) what content do they need to see next in order to achieve that goal?refine recommendations. Through these aggregated historical behavioral data, GuideBox provides users with improved content recommendations that help them achieve their goals.

SOLOSEGMENT.COM

About SoloSegment

SoloSegment provides software that improves website conversion rates. We work with marketing and customer experience leaders who are obsessed with customer conversion and total experience to drive growth.