



Measuring deeper customer relationships.

National Instruments grows e-commerce revenue 20% with a strategic digital foundation built on Adobe Experience Cloud.



"Conversion rates are up 14% and revenue from our e-commerce site is up 20%. That tells us that Adobe Experience Cloud is helping us develop a website that works harder to connect with customers. We are reaching the right customers."

Brian Sierer, Director of eBusiness and Marketing Platforms, National Instruments Corporation

SOLUTION

Adobe Experience Cloud, including the Adobe Analytics solution within Adobe Analytics Cloud and the Adobe Experience Manager and Adobe Target solutions within Adobe Marketing Cloud

RESULTS

14% **LIFT** in conversion with new digital strategy

4x **REDUCED** development time of new experiences from 4 days to 1 day on average

➔ Consolidated two dozen platforms and applications into **SINGLE WEB PLATFORM**

50% Improved **EMPLOYEE PRODUCTIVITY** with **HALF** as much IT effort needed for global website management



National Instruments Corporation

Established in 1976

Employees: 7,400

Austin, Texas

www.ni.com

CHALLENGES

- Shift sales and marketing strategies from product-based to account-based approach
- Leverage modern digital marketing strategies to connect with customers
- Develop a deeper relationship with customers to generate demand and increase conversion

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Advanced tools for innovative technologies

Modern measurement technologies rely on more than just top scientific research and innovative thinking. To make high-quality mobile phones, electronic parts, and semiconductors, companies also need accuracy and precision. For more than 40 years, many of the world’s most innovative companies have turned to National Instruments for hardware and software solutions that help test, measure, and develop some of today’s top products.

For many years, National Instruments organized its sales strategy around products. One team might focus on selling design software, while another team sold control interfaces. But in recent years, the company began rethinking its sales approach. Rather than organizing sales around products, National Instruments decided to switch to an account-based sales approach where sales teams would focus on groups of companies in a specific industry or market, such as semiconductor chips, academic research, or automotive technologies.

“The first step after changing our sales strategy was to align our marketing strategy to reflect the new approach,” says Brian Sierer, Director of eBusiness and Marketing Platforms at National Instruments. “This meant being able to understand and create the right sets of audiences, which we could then direct toward sales teams as potential leads.”

While National Instruments operates an e-commerce site with more than 10,000 sellable products, many of the company’s products are expensive and technically complex. Customers often prefer working with knowledgeable sales staff. As a result, the e-commerce site serves not only as an important source of generating revenue, but also as an avenue to funnel potential qualified leads to the sales team. National Instruments needed digital marketing tools that would allow it to develop a targeted, account-based web strategy that would work hand-in-hand with this omnichannel sales approach.

National Instruments decided to replatform and redesign its website to better take advantage of marketing automation in the digital age. After running several small pilots, one solution stood out as a potential game-changer: Adobe Experience Manager, part of Adobe Marketing Cloud in Adobe Experience Cloud. The company was already using Adobe Analytics, part of Adobe Analytics Cloud, to measure and monitor performance, but with the addition of Adobe Experience Manager and Adobe Target, also part of Adobe Marketing Cloud, National Instruments established a solid foundation for digital marketing excellence.

“Adobe Experience Manager had the flexibility, workflows, integration, and global reach that we needed to create an online experience that connects with audiences,” says Sierer.



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*Kerri Adcock, Principal Digital Analyst,
National Instruments Corporation*

Content velocity on a global scale

With Adobe Experience Manager, National Instruments has consolidated nearly two dozen platforms and applications into a single web platform. Moreover, Experience Manager integrates smoothly with the IBM Websphere e-commerce platform, allowing National Instruments to leverage product data and assets across product pages and e-commerce pages equally.

One of the biggest benefits of Adobe Experience Manager Sites is how it uses a flexible design approach that facilitates many teams working together toward a common goal. The IT team takes on technical tasks, developing widgets that power features on the websites. The web and e-commerce teams design templates that serve as the blueprints for every web page. Finally, those closest to the products, such as content experts or product marketing managers, fill in the details with the data and copy that will attract the attention of audiences. As authors don't need training in Java or HTML to create content, National Instruments requires half as much IT support for its website authors.

“Before Adobe Experience Manager Sites, it could take up to two weeks to author new content for the web,” says Sierer. “Now it's a single day process. Even if we need to create widgets or templates for a brand new experience, the process is four times faster with Experience Manager.”

The structured workflow helps to accelerate content velocity, as well as streamlining multilanguage support. Previously, support for global sites could be inconsistent. Local teams would take control of localizations, creating a wide variety of content, structures, and messaging that they felt would resonate with their audiences. Now international teams have much more structure to build their localizations around, reducing the number of people needed to maintain globalization by two-thirds.

National Instruments now stores more than 64,000 assets, including templates, widgets, and images, in Adobe Experience Manager Assets. Having a central location for all assets encourages reuse, reducing energy spent recreating assets across departments and allowing authors to quickly create content consistent with National Instruments branding.

The company has recently started leveraging Dynamic Media functionality within Experience Manager Assets to create galleries and to scale assets for mobile and other rich media experiences. National Instruments started using Experience Manager Assets just as a location to centrally store and manage web assets, such as image or PDF files. But the company found such success in terms of ease of use and management that the corporate design team wants to expand usage of Assets to provide a single, central location for sales enablement, internal marketing information, and other types of company-wide assets.



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*Kerri Adcock, Principal Digital Analyst,
National Instruments Corporation*

Engaging and understanding leads

For years, National Instruments has relied on Adobe Analytics to provide real-time insights into website performance.

“We were looking at both Adobe and Google, but Adobe Analytics ultimately came out on top,” says Kerri Adcock, Principal Digital Analyst at National Instruments. “It was the only solution that supported all of our advanced analytic needs, including sampling, quick data streams, and analyzing feeds from multiple sources, including our internal data warehouse.”

National Instruments deployed Adobe Analytics across all areas of its website, including e-commerce and product support content. Adobe Analytics measures everything from simple metrics such as total number of visits, to tracking customers’ paths as they click through the website. Path information provides insight into what visitors are doing, where they drop off, and what types of marketing are most successful at driving people deeper into the site.

While some companies limit reporting access, National Instruments encourages use of data by opening its dashboards to any group, from business owners and executives, to media specialists and the customer engagement team.

“Analysis Workspace in Adobe Analytics includes visualizations and dashboards that make it very easy for people to see and understand relevant information,” says Adcock. “They can understand engagement for a conference or check if marketing activities are driving awareness—all in real time.”

National Instruments also uses Adobe Analytics to track activities that drive customers to become successful sales leads. Previously, National Instruments tracked three specific actions to determine whether the customer was an appropriate lead. Now, National Instruments uses Adobe Analytics to expand its view of customer behavior and gain a more nuanced understanding of audiences and leads.

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SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Analytics Cloud

- Adobe Analytics
 - Analysis Workspace

Adobe Marketing Cloud

- Adobe Experience Manager
 - Sites
 - Assets
- Adobe Target
 - Rules-based Targeting

For more information

www.adobe.com/data-analytics-cloud.html

www.adobe.com/marketing-cloud.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Targeting accounts

With core analytics in place, National Instruments is starting to focus on personalization, a key aspect of account-based marketing, through Adobe Target. For example, the company customized the main graphic on the home page based on whether the visitor was a new or returning customer. It would have taken National Instruments days to do such a simple targeting example previously, but with Adobe Target it took just 30 minutes. Using this targeting to personalize support topics and offers depending on the visitor's industry, National Instruments can better reach specific accounts and encourage deeper relationships with customers.

“One of the biggest successes from Adobe Experience Cloud is how it’s bringing teams together—marketing, sales, business intelligence, design, e-commerce, and IT—on this digital transformation journey,” says Adcock. “Our goal is to personalize the experience for our customers across all channels so we can provide greater value at every step of engagement, from marketing through support.”