WP engine

Agency
WEBDOGS

Company
ForeScout Technologies Inc.

Industry
Network Security

Challenge
Landing page sprawl, low visitor engagement

Results
Seamless Marketo form integration, massive content download improvement

"Running on a fine-tuned infrastructure optimized for WordPress lets us focus on what we're good at without having to worry about infrastructure."

- David Savage,
CEO, WEBDOGS

Increasing Content Downloads By 999%

WEBDOGS DELIVERS WP ENGINE AND MARKETO INTEGRATION FOR FORESCOUT.COM

The Companies

WEBDOGS is a full service digital agency with expertise in website design, WordPress development, website consulting and SEO. ForeScout Technologies Inc. provides network security, tools, and management through its CounterACT network access control and intrusion prevention appliance that verifies whether devices on the network have their security up to date.

The Challenge

ForeScout Technologies had contacted WEBDOGS for a site redesign. As part of the revamp, the network security company was looking to boost content downloads and demo requests and needed top-shelf performance from Marketo's marketing automation plugin.

WEBDOGS quickly discovered that ForeScout's old website suffered from a lack of Marketo integration, said David Savage, WEBDOGS CEO. All forms and inbound marketing were carried out via a series of landing pages, which took extra time and resources to build and deploy while also taking visitors away from the ForeScout site to a different property. This was hampering lead generation efforts and creating an unfriendly user experience. WEBDOGS suggested and implemented deeper integration by embedding Marketo forms directly onto ForeScout's website.

The Solution

Along with integrating branded Marketo forms into the site, WEBDOGS recommended WP Engine's managed WordPress hosting platform. The WP Engine platform delivers unrivaled performance backed by world-class support, and its speed and scalability offer the performance ForeScout needs to power its digital marketing campaigns. Meanwhile, tighter integration with Marketo enables forms to be sprinkled throughout the site, on the actual pages, without pushing visitors off to a landing page.

Sergey Leongardt, WEBDOGS CTO, said the use of the Marketo plugin on the WP Engine platform empowers ForeScout to embed forms directly on its sites and perform contact management from there. This method keeps visitors on the ForeScout site, versus sending them to a landing page off site.

The Results

Integrating Marketo on the WP Engine platform streamlines the lead generation process, and creates stronger visitor retention on the ForeScout website.

It also gives the ForeScout site a uniform look and feel because visitors no longer have to leave the site to visit a landing page to fill out a form and download content or request a demo. This creates a much stickier visitor experience.

According to ForeScout's lead generation team, FourScout is already seeing massive improvements in the volume of content downloads since WEBDOGS launched Marketo forms on ForeScout's WP Engine site. For example, demo requests on the ForeScout site have increased more than 625 percent per day on the new site compared to the old site; and information request downloads are up more than 999 percent on the new site versus the old site.

"The results ForeScout has seen are astounding," Savage said. "Integrating branded Marketo forms as part of the redesign, and adding clear, relevant calls to action, has fueled a 999 percent increase in lead generation. That's not a made up number—in the first month and a half the site has generated more leads than it did in the entire previous year."

WP Engine's managed hosting platform gives WEBDOGS the confidence that the solution they're offering customers is best-in-class and truly optimized for WordPress. And with the Marketo integration on the ForeScout site, the collaboration between WEBDOGS and WP Engine has proven to drive incredible business outcomes.

"Running on a fine-tuned infrastructure optimized for WordPress lets us focus on what we're good at without having to worry about infrastructure," Savage said. "That confidence is what allows us to go into meetings with companies like ForeScout and know we're offering them the industry leading managed WordPress hosting platform and solutions that will really move the needle for their businesses."

About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company's premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine's award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.