

Mamut Captures More Prospects with TestDrive Online Demos



Mamut, one of Europe's leading developers of software for SMEs, has deployed Runaware's TestDrive real-time demonstration system on its UK web site – with impressive results

About Mamut

Founded in 1994, Mamut is a leading European provider of complete, integrated software solutions and internet services that make it easier for small organisations to do business. It offers complete and user-friendly solutions at the best value for money, integrating CRM, sales, logistics, accounting, e-commerce, domains, e-mail, web hosting and security.

The company's aims are simple and very much like those of any other software firm – to grow its customer base and drive higher revenues per customer. Mamut targets SMEs exclusively with the emphasis on growing businesses and start-ups. The company has grown quickly since its formation and today has more than 400,000 customers throughout the European region.

In the past Mamut has used the usual mix of marketing methods to drive its business – direct mail, advertising, exhibitions, seminars and roadshows, public relations, online activities. It has also built

links with an extensive network of contacts and influencers, such as the International Association of Accountants Innovation and Technology Consultants (IAAITC) in the UK and a number of accounting firms.

Web Presence

All of these methods play a part, but in recent years there has been a significant increase in the importance that the web plays in bringing new prospects to the company. Most users now use the web to conduct initial research into products and services that are available to them. This makes having a strong web presence vital and it is also important to ensure that your web site is up to date and stands up next to the competition, notes Nathan Bray, UK Marketing Manager for the company.

“For Mamut, the web has become massively important as it is probably the first port of call for prospects and potential customers now. People now like to gather some information for themselves before they engage personally with the sales process. At one time we were ahead of the game on that front but in the previous couple of years (before adopting Runaware TestDrive online demos) we had fallen behind to some degree. We are now in the process of revamping a lot of elements of the web site and Runaware has been an important part of that.”

The company was getting a decent number of leads from its web site before it deployed online demos – but not as many as it would have liked overall. Within six months of going live with TestDrive, at the end of 2007, the number of leads Mamut was generating from its UK web site had increased by a remarkable 200 percent.

Download Alternative

Mamut wanted to make it easier for customers to access demonstration versions of its software. “We deal mainly with SMEs and our software is quite big – a lot of companies would hear about Mamut one way or another and try and download the software. But because of the file size this could take a while, especially on slow internet connections.

Results

- 200% more prospects within 6 months of implementation
- TestDrive online demos proven to be a viable alternative to downloads
- Online demos a cost savings over CD shipping
- TestDrive Online Demos are the #1 lead source for Mamut
- Single best marketing tool for the sales team

Positive results within 6 months

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**Better
than other
Trial Options**

As an alternative to downloading, prospects could also request a free trial copy from Mamut but this was not ideal either, says Bray. “By the time it was processed and sent out to them, a few days or so could have passed and the package could easily get mislaid or held up. This was a real problem because we could see that the traffic to our web site was really high but the number of leads was not corresponding to that. I started looking into the alternatives and at how we could capture more of that traffic and convert more of them into actual leads – and that led me to Runaware.”

Bray contacted the company and started to investigate the possibility of using TestDrive for Mamut. He looked at other deployments of TestDrive online demos and was impressed with what he saw. Runaware’s existing client list was impressive too, including well-known names such as Microsoft and MYOB. In addition, Runaware was able to provide Mamut with figures that showed the positive impact that TestDrive was likely to have on the volume of leads generated through the web site.

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Mamut decided to deploy TestDrive for its flagship Mamut Enterprise software in the UK market initially. “It was more of a priority in the UK – downloading was not as much of an issue in our other markets and I’d had a lot of feedback from the sales team there. It also allowed us to save on the cost of sending CDs so we decided to trial it the UK first.”

Positive Results

Getting online demos running on the Mamut UK website was made a priority and once the commitment had been made, Runaware responded promptly, says Bray. The deployment went live in November 2007 and Mamut started to get positive results almost immediately. The number of leads being generated rose quickly and, six months after TestDrive was deployed, volumes were up by 200 percent – well above what Bray had been expecting. “I was hoping for maybe a 50 percent increase so I was really pleasantly surprised and impressed. The feedback from the sales team has been that it is probably the single best thing that we have ever done marketing-wise – it has been above and beyond my expectations.”

TestDrive quickly established itself as Mamut’s number-one source of leads for Mamut Enterprise and this is something Bray does not expect to change.

The quality of leads that come through TestDrive is generally good and comparable to that which Mamut gets from prospects that download the software. TestDrive enables Mamut to collect genuinely useful information on the prospect. Users are asked to key in some details about themselves and their business - turnover, number of employees, location and so on - and what features they are particularly interested in looking at, before they run the online demo version of Mamut Enterprise. Bray says that while there are a couple of marketing activities that generate leads of a higher quality than the online demos, neither generates as many and the cost of the leads produced by TestDrive is much lower. In terms of cost-per-lead, Bray says that it delivers “excellent value.”

Significant Impact

More than 60 percent of all Mamut’s leads come via the web site, so the overall effect on Mamut’s sales pipeline has been very significant indeed. Just six months after the TestDrive deployment, it was harder to quantify the impact on actual sales as the completion cycle for Mamut Enterprise can be quite long, especially for larger-scale implementations. But Bray expects to see the normal conversion ratio maintained so the overall results should, once again, be distinctly positive.

Over the first six months of the TestDrive’s deployment, Mamut used a number of activities to drive traffic to the web site. It sent out emails with links to the online demo option and placed a large banner on the front page of its website to draw attention to the new demo service and has also featured it in print adverts.

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While the number of leads seemed to have more or less reached a plateau after six months, Bray pointed out that this initial period was the quieter half of the year for Mamut. “We have quite a bit planned for the rest of the year so I expect it will pick up again.” Even if there is no further significant increase in the number of leads generated, Bray would not consider dispensing with the online demo option for a moment.

Excellent Value

Bray is absolutely convinced of its value to the business. “I have got no question about that”, he says. “OK, it is not an insignificant amount per month for the TestDrive service but when you look at the number of leads we are actually capturing from the traffic we’re generating, it is excellent value. When you think about all the money you are spending on Google or on advertising to drive people to the site, only to lose them! Now we are not losing them so I’d say the return on investment has been good.”

Bray says that the service and support Mamut has received from Runaware has been of the highest standards. “They have been fantastic. They are really nice people and a pleasure to work with, and most importantly, they deliver on their promises. Throughout the whole implementation process, whenever they set a deadline or a milestone, they would always meet it. They are one of the few companies that offer genuine account management – they have always been proactive and when a small tweak has been needed, they have done it immediately and without making a fuss.”

Any tweaks that have been made have been to make improvements to the system rather than iron out any problems. For Mamut, the Runaware TestDrive online demo deployment has been an unqualified success. Bray concludes: “In a nutshell, it works. It delivers measurable improvements to lead generation and makes it easier for our sales team. It is all in real-time, which is fantastic, and that makes it easier for our customers and prospects to evaluate the software at their convenience, plus it gives me really usefull information from a marketing point of view.

