

Case Study

Shred-it Global

www.shredit.com



Industry
Services

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Background

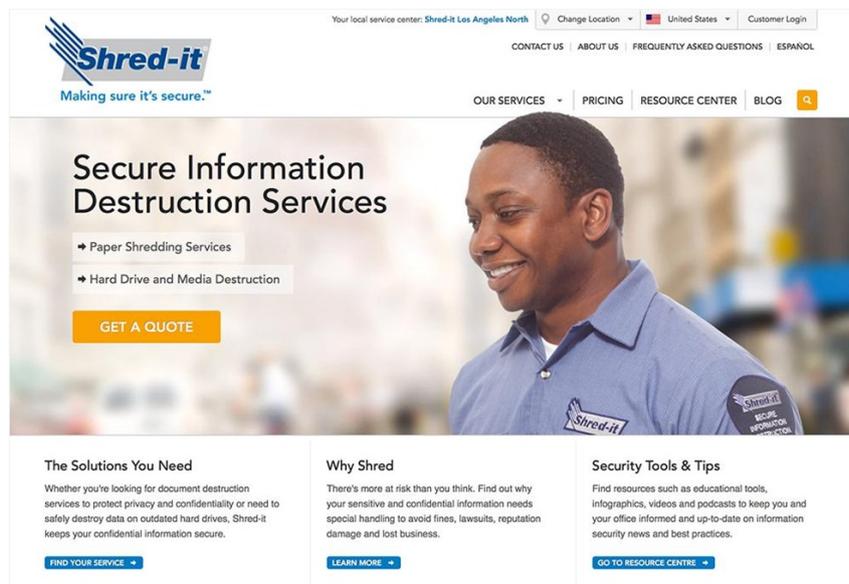
Over the past five years, Shred-it Inc. has grown from being North America's and the UK's premier paper shredding service provider to the world's largest document destruction and information security company.

Goals

The biggest goal was to empower Shred-it's marketing, sales, and customer support teams to build the world's top information destruction and security company. To continue achieving their phenomenal growth, Shred-it required a sophisticated, global online platform that would drive the company's ambitious marketing and sales efforts, and provide existing customers with a suite of easy-to-use online tools for administering their Shred-it account.

Challenges

The worldwide information security and document destruction industry is a highly competitive and heavily vended sector, with a few select international companies competing at the global level and a large number of businesses focusing on the national or local/regional level. Shred-it needed an online lead generation and marketing solution that was effective at both establishing a strong global brand presence and delivering an optimized solution for localized marketing and lead generation. This required a sophisticated DRIP marketing platform, support for multiple localized websites for different international and regional markets, and integrated SEO/SEM features that would support optimization for local organic search and paid marketing campaigns.



The screenshot shows the Shred-it website homepage. At the top, there is a navigation bar with the Shred-it logo, the tagline "Making sure it's secure.", and links for "CONTACT US", "ABOUT US", "FREQUENTLY ASKED QUESTIONS", and "ESPAÑOL". Below the navigation bar, there is a main header with the text "Secure Information Destruction Services" and two sub-headers: "Paper Shredding Services" and "Hard Drive and Media Destruction". A prominent orange button labeled "GET A QUOTE" is positioned below these sub-headers. The background of the header features a smiling man in a blue Shred-it uniform. Below the header, there are three columns of content: "The Solutions You Need", "Why Shred", and "Security Tools & Tips". Each column contains a brief description of the service and a "LEARN MORE" or "GO TO RESOURCE CENTRE" button.

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“Our ecentricarts-designed and -developed website has far exceeded our expectations. Recent updates to the platform — including an upgrade to Kentico 8 EMS — to integrate additional marketing automation, more test-driven development, and further mobile optimization have had immediate returns on investment, with an increased volume and higher quality of sales leads, and a huge jump in mobile conversions in 2015. Kentico’s robust support for internationalization continues to benefit our global operations, enabling us to roll out local versions of our online presence for our ever-expanding international markets quickly.”

Donna Robinson
Director – Marketing Programs
Shred-it

Solution

A Global Enterprise Web Platform with a Data-Driven Digital Marketing/Lead Generation Solution.

Shred-it engaged ecentricart in being their digital agency to design and develop a global family of 17 corporate websites (spanning multiple countries and languages), a customer self-service portal, and a robust digital marketing platform designed to drive lead generation and engagement.

A sophisticated digital marketing strategy and suite of marketing automation solutions would enable Shred-it to:

- Dominate web searches for key search terms and phrases in multiple cultures and countries, as well as local search rankings.
- Target millions of prospective customers through personalized email DRIP marketing content, online marketing campaigns, paid search, and various remarketing tactics.
- Achieve unprecedented lead generation conversion rates.
- Empower the company’s global sales team to convert leads into customers quickly through real-time integration with a CRM that enables sales reps to prioritize opportunities quickly based on data-rich lead profiles (which include full digital marketing lifecycle engagement data and lead corporate profile data derived from integration with business intelligence services).

An analytics-driven, collaborative engagement with Shred-it’s marketing team and strategic partners enabled ecentricart to optimize Shred-it’s online presence and lead generation efforts continuously. This approach considers both the short and long game, with incremental changes that are informed by a big-picture roadmap.



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Key user experience features:

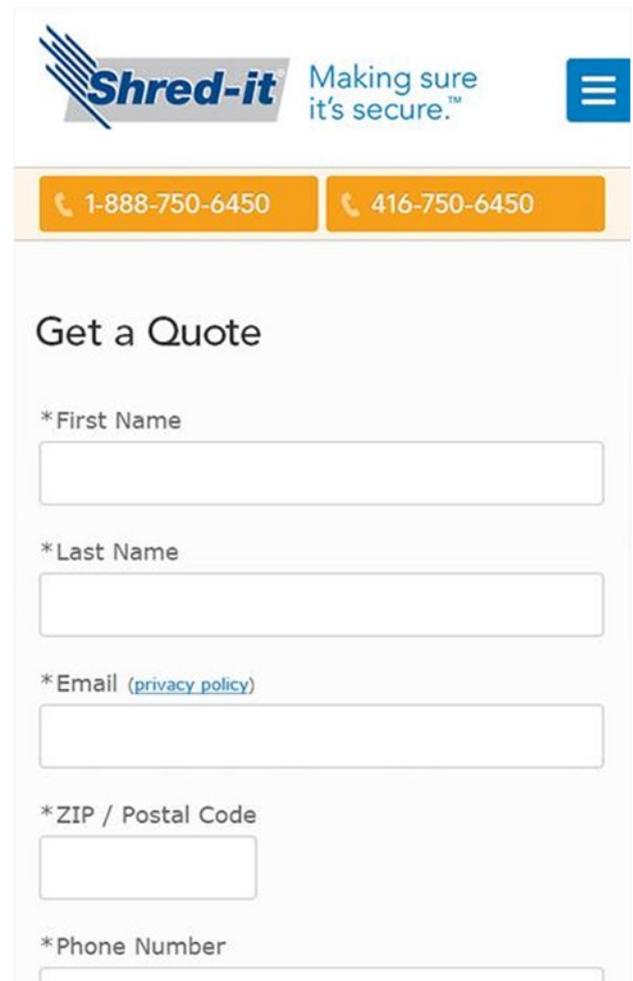
- A simple, streamlined user experience that emphasizes key user goals.
- Geo-detection to place users on the appropriate national website and at the appropriate branch for their location.
- A conversion-optimized experience that drives users to complete a Get a Quote form, or to opt into a nurture program.
- Engaging thought leadership content.

Key design features:

- A clean, modern, flexible, and responsive design that works across many breakpoints/devices and cultures/languages.
- A device-optimized design for key conversion points (e.g., desktop users are funneled to web-forms-based conversion pages, while mobile users are driven to click-to-call features).
- A data-driven design (e.g., employing A/B and multivariate tests, heat maps, and scroll reach analysis — to inform design decisions and driven continuous optimization).

Key technical features:

- Kentico CMS Online Marketing solution to deploy and manage a family of international marketing websites and B2B customer online customer service tools.
- Integration with Shred-it's marketing and back office tools, including Eloqua, Salesforce, SAP, and Dunn and Bradstreet (for business intelligence gathering to pre-qualify leads).
- Customer Self-Service portal that enables Shred-it customers to update their profile information, view and pay their invoices online, and access information security thought leadership materials.



Shred-it Making sure it's secure.™

1-888-750-6450 416-750-6450

Get a Quote

*First Name

*Last Name

*Email ([privacy policy](#))

*ZIP / Postal Code

*Phone Number

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- Hyper-local search engine optimization implementation to ensure that Shred-it maintains top-5, first-page placement in both global and local search — in all key markets.
- A suite of analytics solutions to generate real-time platform performance data.

Results

- 24% increase in total global year-over-year conversion rate

North America:

- 22% increase in total number of desktop conversions year-over-year
- 80% increase in total number of mobile conversions year-over-year

UK:

- 15% increase in total number of desktop conversions year-over-year
- 61% increase in total number of mobile conversions year-over-year

Key criteria for choosing Kentico

Kentico CMS was the technology platform of choice for this initiative, due to:

- Shred-it's prior experience with previous editions of Kentico
- Kentico's best-in-class multilingual/localization framework
- Kentico's multi-site management features
- It's ease of use
- Kentico's built-in analytics features