How Cognism scaled their demand generation program and increased conversions by 43% with Wynter

TLDR

- **Cognism** is a premium sales intelligence platform that helps B2B marketing and sales teams optimize their pipeline by providing accurate data across global markets.

- They recently transitioned from a more traditional lead generation to a demand generation strategy. This change required them to rethink their messaging to ensure it was relevant to their specific audience.

- As part of these efforts, they tested their messaging with Wynter and increased conversions by up to 43%, which led them to embed messaging testing as a vital part of their content creation operations.

The challenge: improving the messaging for demand generation in a scalable way

Hitting a point of predictable growth is great, but how to make it scalable? Like many successful marketing teams, Cognism’s found itself at a pivotal moment in terms of processes. They’ve reached a point where they were satisfied with the results of their campaigns, but to take the company to the next level, a shift in strategy was in order.

They decided to move away from lead generation and focus on demand generation, which required rethinking the whole idea of their website. Alice de Courcy, CMO at Cognism, explained:
“In general, the website used to be a thing that we had to deal with and not something pivotal to our strategy and approach, and now it’s fundamental to everything we do.”

As in any change of strategy, shifting from one model to another involves changing the way the team measures the effectiveness of their marketing activities. While working on lead generation, they focused on removing distractions and optimizing conversion. The new demand generation model required optimizing for knowledge and information for consideration. Alice summarized their challenge:

“We’re trying to serve as much content as possible to our target audience all the time, send them to the website, have them navigate around, and absorb as much of the content as possible. (...) How do we know the messaging on the website is resonating, that it’s doing its job?”

The solution: embedding Wynter messaging testing into the campaign planning workflow

Cognism’s new strategy of driving traffic to core pages to create demand wasn’t measurable with traditional form conversion tools since evaluating content effectiveness requires a specific type of process. They needed to be sure that their messaging was “being heard in the right way,” and for that, they needed to draw from qualitative insights.

Their previous way of approaching research and testing was unscalable. They did closed won/closed lost analysis, surveys analysis, and other ad hoc things, like summarizing insights and voice-of-the-customer pain points in a working document, but none of it was a suitable path for growth, and they felt stuck. Adding Wynter as a regular part of their content and campaign planning helped them improve their research process. “The great thing about it is it either validates or gives you a direction to go in,” Alice said.
As part of this transformation, Alice made conducting Wynter tests a fixed step at the beginning of each marketing initiative. **When planning a new campaign, the initial research and validation phase includes a survey about their personas through Wynter.** The survey allows them to collect information and insights about that persona, their pain points, their relationship with the product and offering, and the kind of content that resonates with them. Having direct feedback from their ICPs helps the team validate (or invalidate) their knowledge and explore new directions.

Alice illustrates Wynter’s impact with an example from a recent survey:

“There were two very clear pain points that marketing audiences were listing over and over again: very clear messaging and very clear terminology that they were using themselves. And we can easily lift that and put it into the campaign to help drive the direction. It was starkly clear, even without a huge sample size. It was a much better steer than your gut.”

When consulted about Wynter’s role in their current strategy, Cognism’s CMO defined it as “a must-have tool” in the tech stack:

“All you’re trying to do now is engage and get your content read and understood by your audience. So any tool that enables you to do that better will only make you more successful. That shift for us, away from lead generation and into demand generation, has made Wynter the must-have piece of that puzzle.”

**The results: higher conversion rates, speed, and a more efficient workflow**

- **Testing messaging with Wynter increased conversions by up to 43%.** “Using Wynter has been a game changer. We are approaching each high intent/visited website page as a unique project, gaining real feedback from our ICP, and then implementing changes to those pages based on that. Doing this on our demo
and home pages has resulted in increases in conversion rates of 43% and 40.22%,” Alice explained.

- Along with the chance to test the messaging regularly with the right ICP, she also highlighted the speed of Wynter’s results: “As B2B marketers, we are guilty of taking forever to launch things. I’m an action-biased CMO who likes to get things done, so I’m a fan of anything that speeds up that process and reduces the delays, which is why I like Wynter a lot.”

- Having a specific tool to quickly measure messaging effectiveness with a relevant audience increased the efficiency of the entire marketing operations. “What I love about Wynter is that we now have defined a process in terms of when people use it and how, and how we’re going to work through the whole website. It’s really easy to measure the results,” Alice remarked.