

CASE STUDY

Hushly's Dynamic Account-Based Experiences Supercharge NVIDIA's Revenue Marketing Strategies.

Customer: NVIDIA
Founded: 1999

BACKGROUND

Since its founding in 1993, NVIDIA (NASDAQ: NVDA) has been a pioneer in accelerated computing. The company's invention of the GPU in 1999 sparked the growth of the PC gaming market, redefined computer graphics, ignited the era of modern AI and is fueling the creation of the metaverse. NVIDIA is now a full-stack computing company with data-center-scale offerings that are reshaping industry. More information at <https://nvidianews.nvidia.com/>.

CHALLENGES

As a global leader in AI and computer graphics, NVIDIA has transformed industries from gaming, healthcare, and transportation, to wireless communication, high performance computing, and robotics. But success ushers in many challenges.

"NVIDIA is a massive organization with many pain points," said Ari Capogeannis, Director of Revenue Marketing at NVIDIA. Let's pinpoint three of those challenges and discuss how Hushly's, buyer experience and conversion platform, helps Ari overcome each challenge.



1. **Operational efficiency:** Mr. Capogeannis' roots are in the nimble start-up world: "I could roll my sleeves up and do anything," he said. But at NVIDIA there are more processes to follow and organizations to work with in order to get something started.
2. **Overly complex website:** Customers run the gamut from individual gamers to multinational corporations, but the company's website is under one umbrella: nvidia.com. The ability to navigate and surface relevant content related to a visitor's particular business problem or need is not intuitive.
3. **Tech bloat** is another pain point gnawing at NVIDIA and they are not alone. Mr. Capogeannis saw tech bloat in the start-up world as well. He believes 75 to 80% of most tech stacks are doing more harm than good.

Ari has on-boarded Hushly at NVIDIA and three other companies. Why? Because for every one of these pain points and more, Hushly's unified marketing platform has helped him solve his business problems.



SOLUTION

The first two challenges come from the same problem: NVIDIA's size and complexity. First, Ari Capogeannis described how his hands are tied by existing processes and procedures of those who operate NVIDIA's website.

The beauty of Hushly is that once it's live, NVIDIA's marketers and revenue teams can deploy every Hushly feature from within the platform so they can function independently. Hushly offers website personalization, content personalization, lead capture, opt-in compliance, auto-enrichment of leads, and human-verification. Those are just the high-level capabilities.

Ari said, "The real power behind Hushly is all of the products that are within the unified platform help you create dynamic personalized experiences for both visitors and accounts through a variety of products like self-nurturing landing pages, adaptive (AI) content hubs, personalized embed streams, ABM email engagement flows, campaign destination pages, account destination pages and other Hushly experiences."

"Hushly allows for very quick execution. So, if sales must target an account right now, I can spin up an account destination page, with or without a Hushly microform capture experience. I can then target one account or hundreds of accounts from that same page as each experience is dynamically rendered for each account with no involvement whatsoever from the rest of the organization," Mr. Capogeannis said. "I can execute and I'm more efficient! And that's huge."

Second, to confront the challenges of the "flotsam and jetsam" of nvidia.com, Mr. Capogeannis has been doing "non-stop work on account-based experience (ABX)."

As with any ABM campaign, the revenue marketing team at NVIDIA is working towards lockstep alignment with sales to target high-value, in-market accounts with the buying team identified. They then bolt on lookalikes via 6sense intent data and "drive them to Hushly ABM page experiences which are tailored and personalized for those accounts and buying stages. The integration with 6sense into Hushly is seamless and I can trigger Hushly experiences by products, intent signal, buying stage, or any number of 6sense fields," Capogeannis said.

These are automated, dynamic, easily scalable ABM orchestrations. That's why Mr. Capogeannis said: "Hushly really is the backbone for my crew in revenue marketing at NVIDIA."

Tech bloat, yet another challenge at NVIDIA, strains the resources of many companies. As such, suddenly a lot of platforms present as all-in-one-solutions. But listen to the voice of experience: "From an engagement perspective, for lead capture and conversion, for creating these dynamic, engaging demand gen or account-based experiences," Capogeannis said, "I don't find much comparison to Hushly from any other solution, which is why I've on-boarded them in four organizations now."

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—Ari Capogeannis, Director of Revenue Marketing



RESULTS

For many pieces in a MarTech stack, it's often difficult to quantify ROI. But for Hushly it's simple: how much you put in that campaign, where you're capturing from, and what you're seeing delivered into the hands of sales in pipeline creation.

Mr. Capogeannis' calculations span his years of experience with the platform across four different companies. "For every dollar you put into Hushly," he said, "you see an average 33x return on pipeline generation."

Furthermore, from an ABM perspective, Nvidia is making real strides. "In our social spearing or targeted email campaigns, our open rates are going through the roof because these Hushly account experiences match exactly what these individuals are doing and what they're looking for. And that's why when they click-through, we see heavily, heavily increased account and buying team engagement."

Concrete results and ROI depend on more than an out-of-the-box product, no matter how good the technology is. People like to do business with people. And Mr. Capogeannis' experience with the platform helps us see that Hushly brings distinct advantages to the table that make it stand out from the crowd.

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—Ari Capogeannis, Director of Revenue Marketing



For example, as we all know, a technology product must evolve as times change. But what drives that change? My experience is that the team at Hushly listens to their customers and they make sure their product expands to meet our ever-changing needs," Mr. Capogeannis said. "Hushly's ability to innovate, stay agile, be flexible, and adapt overtime makes it the foundational piece of my tech stack."

"All in all, I could not be happier with what we've gotten out of the platform to date," Ari said. "When it comes to Hushly, it's a no-brainer."

ABOUT HUSHLY

Hushly is a unified marketing platform for b2b marketers. With Hushly, b2b marketers gain efficiencies, productivity, and scale while offering rich – personalized – and connected digital experiences to their customers. The Hushly Buyer Experience and Conversion platform takes critical products that need to work together as a solution and brings them under a single platform. From one connected digital platform, Hushly gives companies the capability to deliver personalized experiences, bespoke content, and better engagement with buyers on their website. So, buyers get a connected digital experience, dynamic personalized content, and better educated quicker. While marketers see a holistic view of visitor and account activities across their digital properties which leads to better buyer intelligence for increased sales opportunities and accelerated deal velocity. Visit us at hushly.com.

Challenges

- Operational efficiencies
- Overly complex website
- Tech bloat

Business Value

- Easily integrates with other technologies
- Provides scale through dynamic account-based experiences
- A single easy to use, all-in-one solution

Business Results

- For every dollar spent, Hushly delivers average 33x return
- Increased operational efficiencies
- Heavily increased engagement

