TRENDEMON

BUYER INSIGHTS & INTELLIGENCE SERIES

HAILO Customer Story:

Connecting Account Intent With Website Impact to Drive Pipeline & Revenue
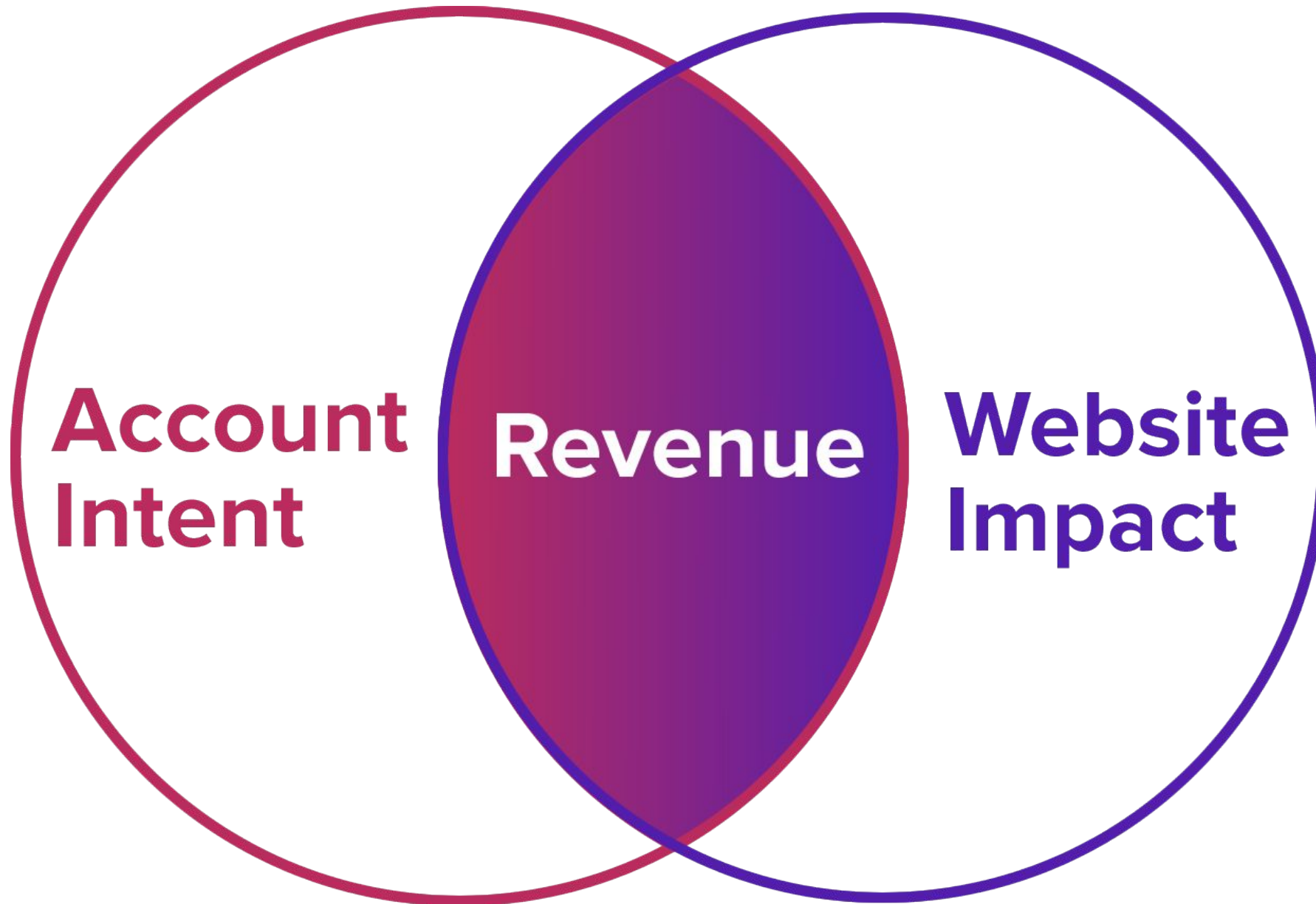
What will we discuss?

About Hailo

About Hailo

A leading AI chipmaker for edge devices, founded in 2017
1st generation in MP

Patented structure-defined dataflow architecture

Total $224M funding
including Strategic Investors
NEC & **ABB**

Headquartered in Israel with offices in USA, Germany, Japan, Korea, Taiwan

190+ employees with extensive experience from leading tech companies

A growing worldwide partner ecosystem

CES 2020 Innovation Awards Honoree
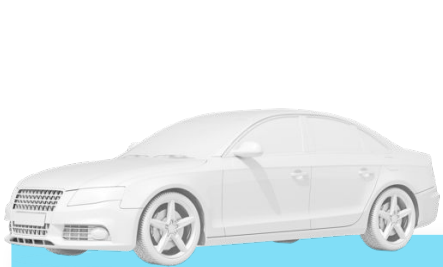
EU Horizon 2020 Recipient

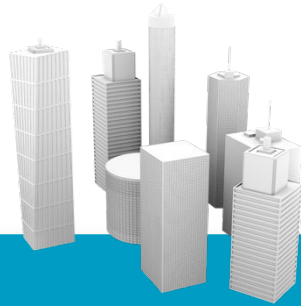AI Semi Cool Vendor by Gartner

Best Edge AI Processor of 2021

ISO 9001 CERTIFIED

ISO 14001

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Intelligence Become a Necessity

Hailo's Main Target Markets

Automotive

Autonomous Vehicles, ADAS

Smart City

Video Analytics

Smart Home

Security, Assisted Living

Smart Retail

Cashierless Store, Inventory Management

Industry 4.0

Factory Automation

Hailo's technology is **flexible** and **scalable**, therefore relevant to various markets

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Deep Learning at the Edge – Example Use Cases

Public Safety

Manufacturing Automation

Retail Analytics

Advanced Driver Assistance

Occupancy & Traffic Control

Pedestrian Detection

Physical Security

Collision Avoidance

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Hailo Marketing Overview
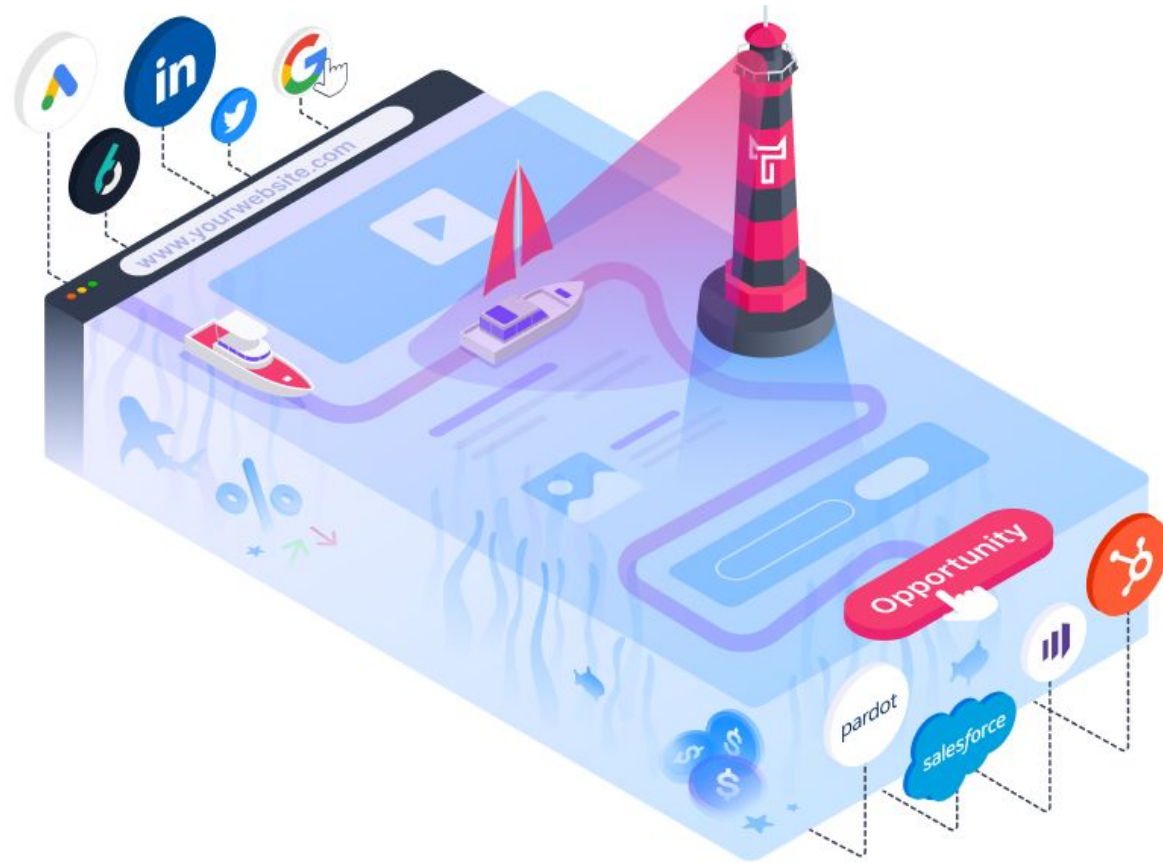
Target Audiences

Target Profiles:

AI Professionals,

Both Tech and Business profiles

HAILO
Empowering Intelligence

The Gap

Trendemon is a website journey orchestration platform.

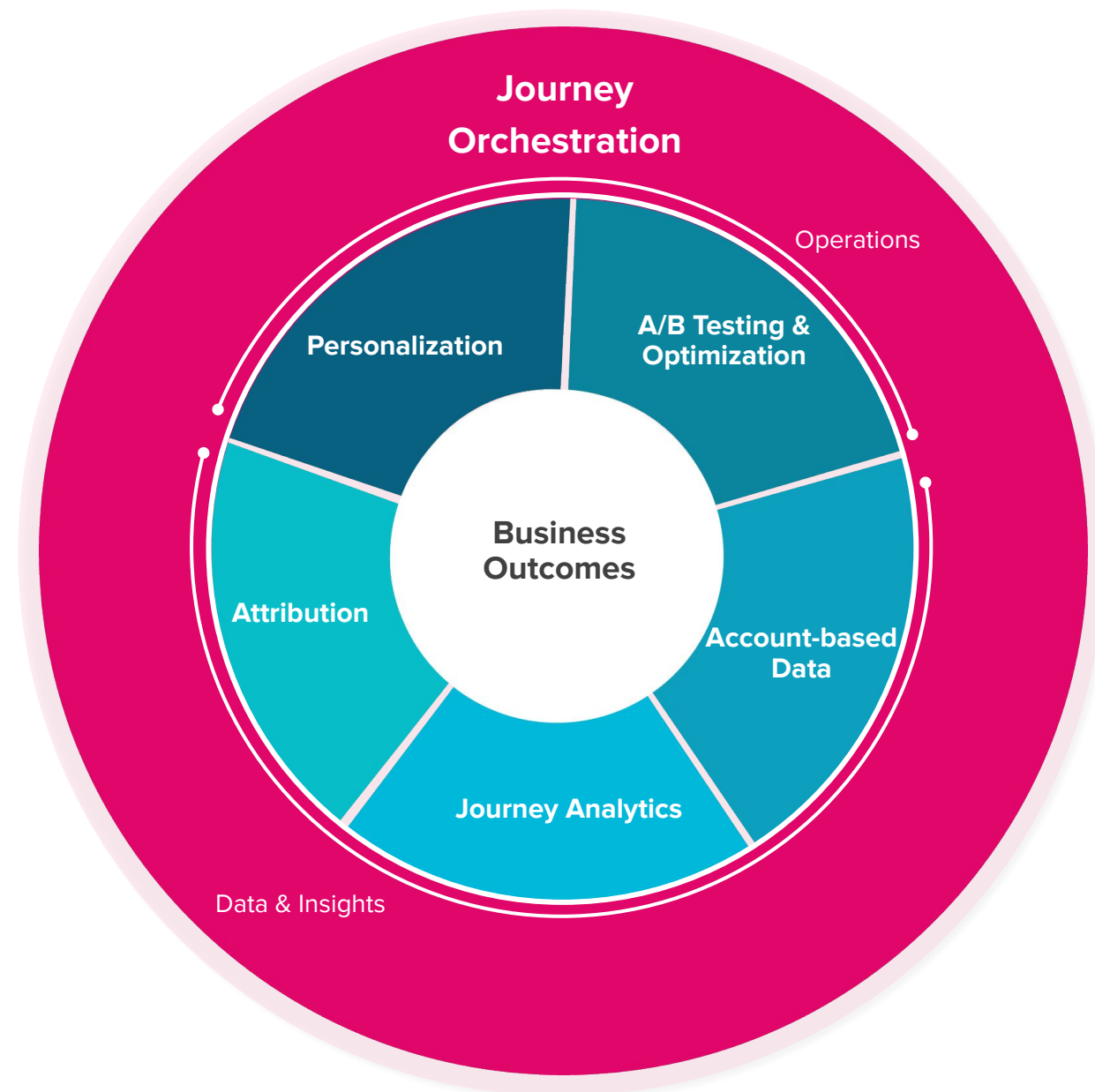We help B2B websites convert **anonymous visitors** into **pipeline**.

Coordinating data and actions around **outcomes**

Why is this approach critical:

1. **B2B** marketers are **overwhelmed** and cannot adopt any more **tools**.

2. They seek **holistic, autonomous** solutions to drive **revenue**.

3. Journey Orchestration connects data and operations with a **revenue-driven, self-learning decision engine**.

Journey Orchestration

Operations

Personalization

A/B Testing & Optimization

Business Outcomes

Attribution

Account-based Data

Journey Analytics

Data & Insights

The Consumerization of the B2B Buyer Journey

The Self-E Era

Self-Exploration

Self-Education

Self-Evaluation

The Pain
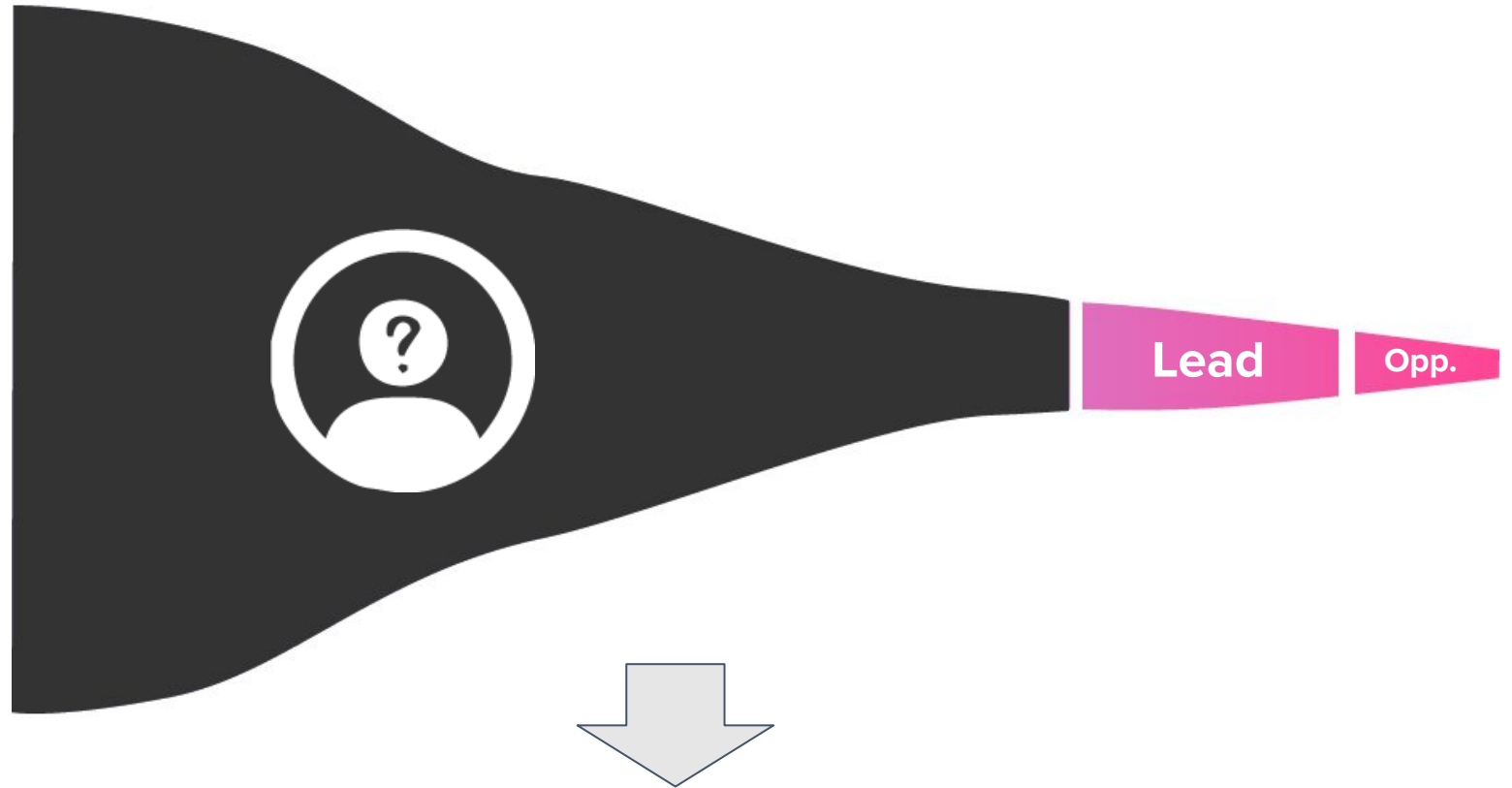
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The B2B Journey

External Research, Reviews, WOM, Paid Media

Your Website

Lead

Opp.
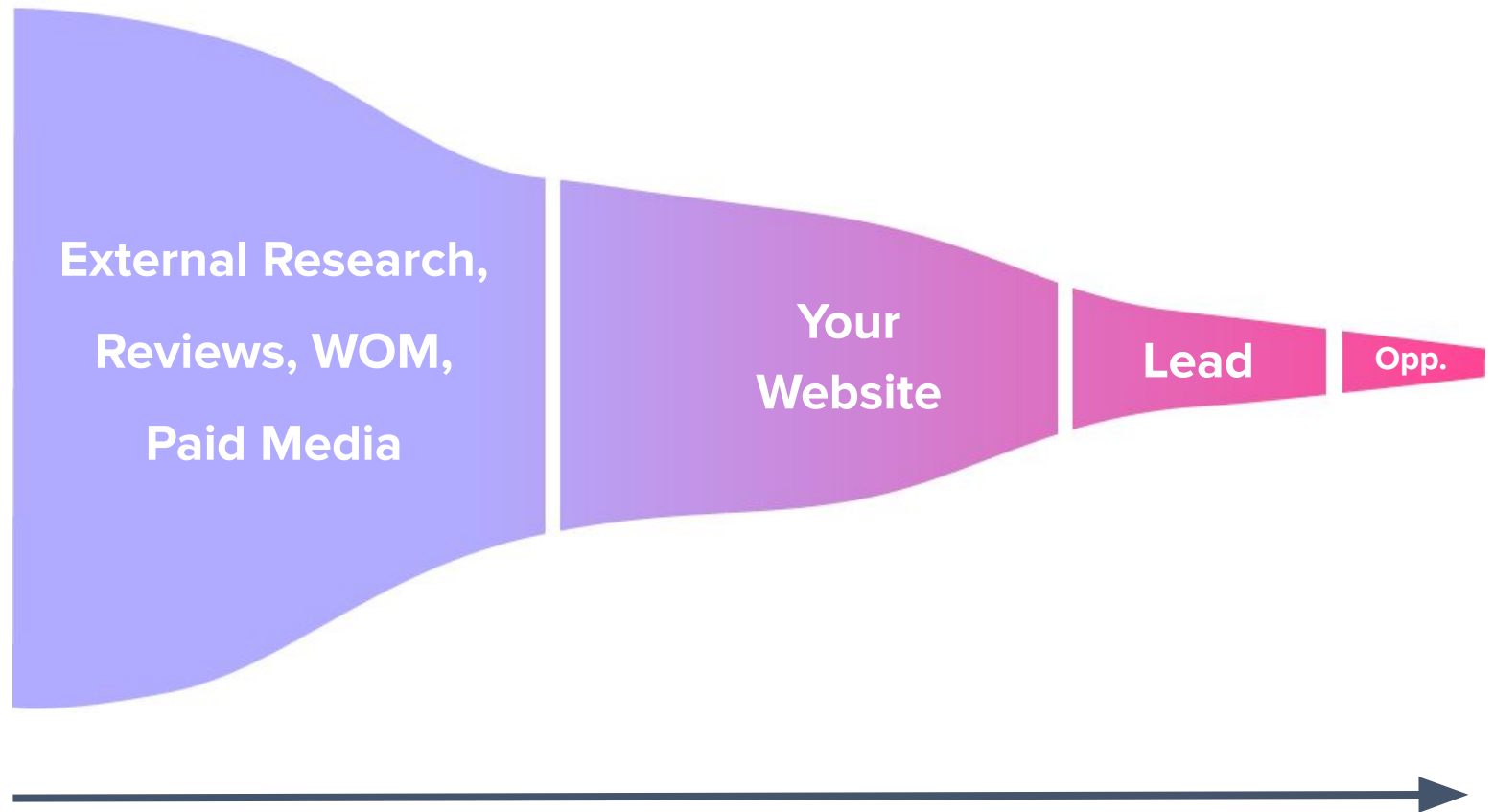
The digital b2b buyer journey

The Chasm

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Paid & Organic Channels

Your Website

Lead

Opp.
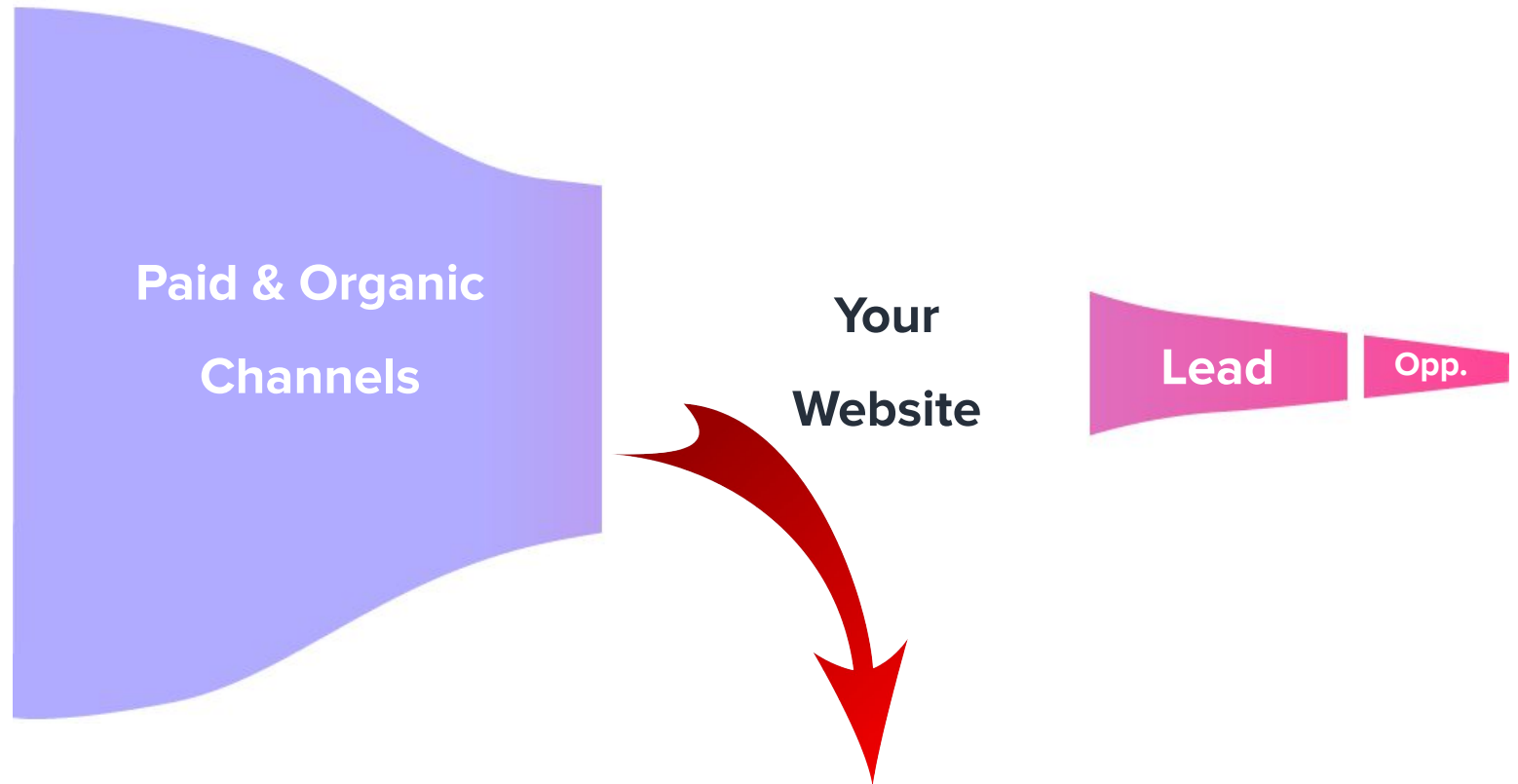
30% of your opportunities drop here

Buyer-led & Anonymous

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Lead

Opp.

90% of the Journey is Anonymous

Flow Analysis

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Website Visitors*	Proceeded	Engaged	Reached SQL
100%	**32%**	**11%**	**0.2%****
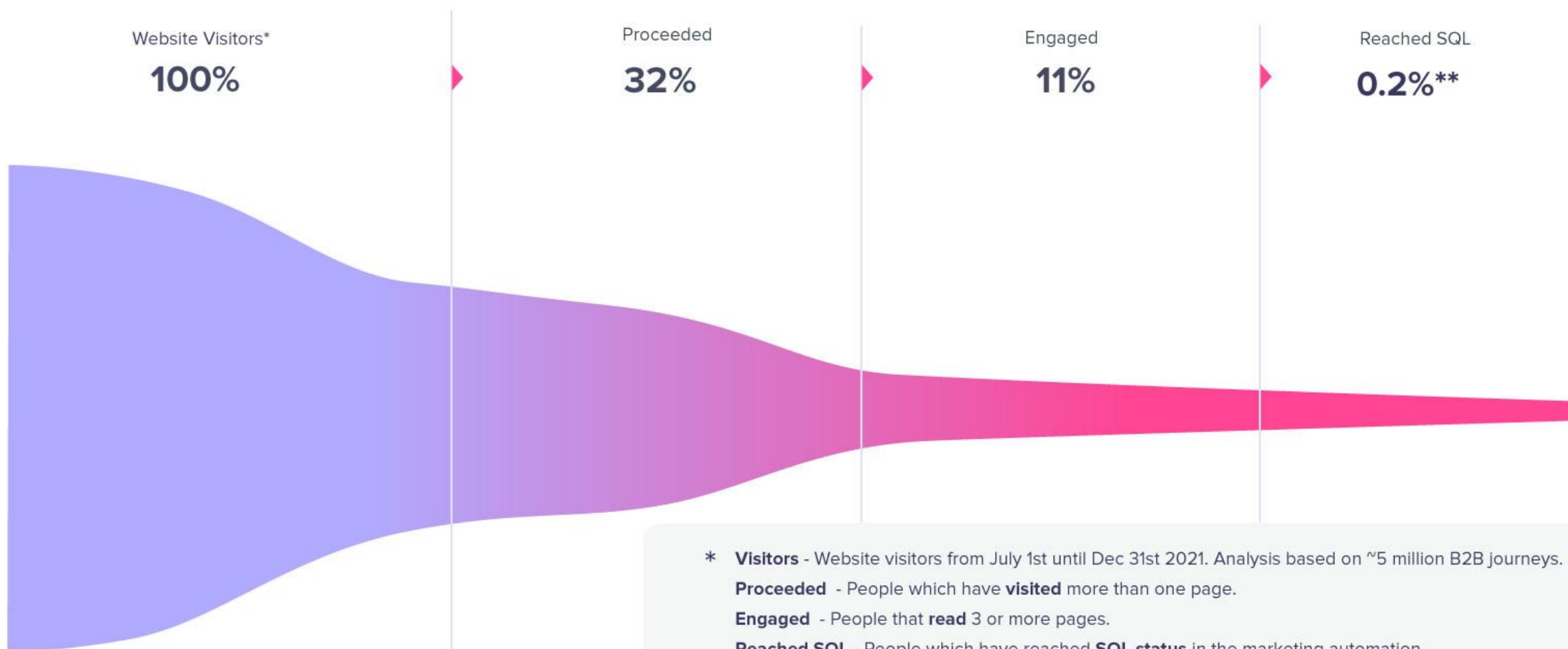
* **Visitors** - Website visitors from July 1st until Dec 31st 2021. Analysis based on ~5 million B2B journeys.

Proceeded - People which have **visited** more than one page.

Engaged - People that **read** 3 or more pages.

Reached SQL - People which have reached **SQL status** in the marketing automation.

** **% is from the total number of visits. For example, 0.2% SQLs is from the 100% of visitors.**
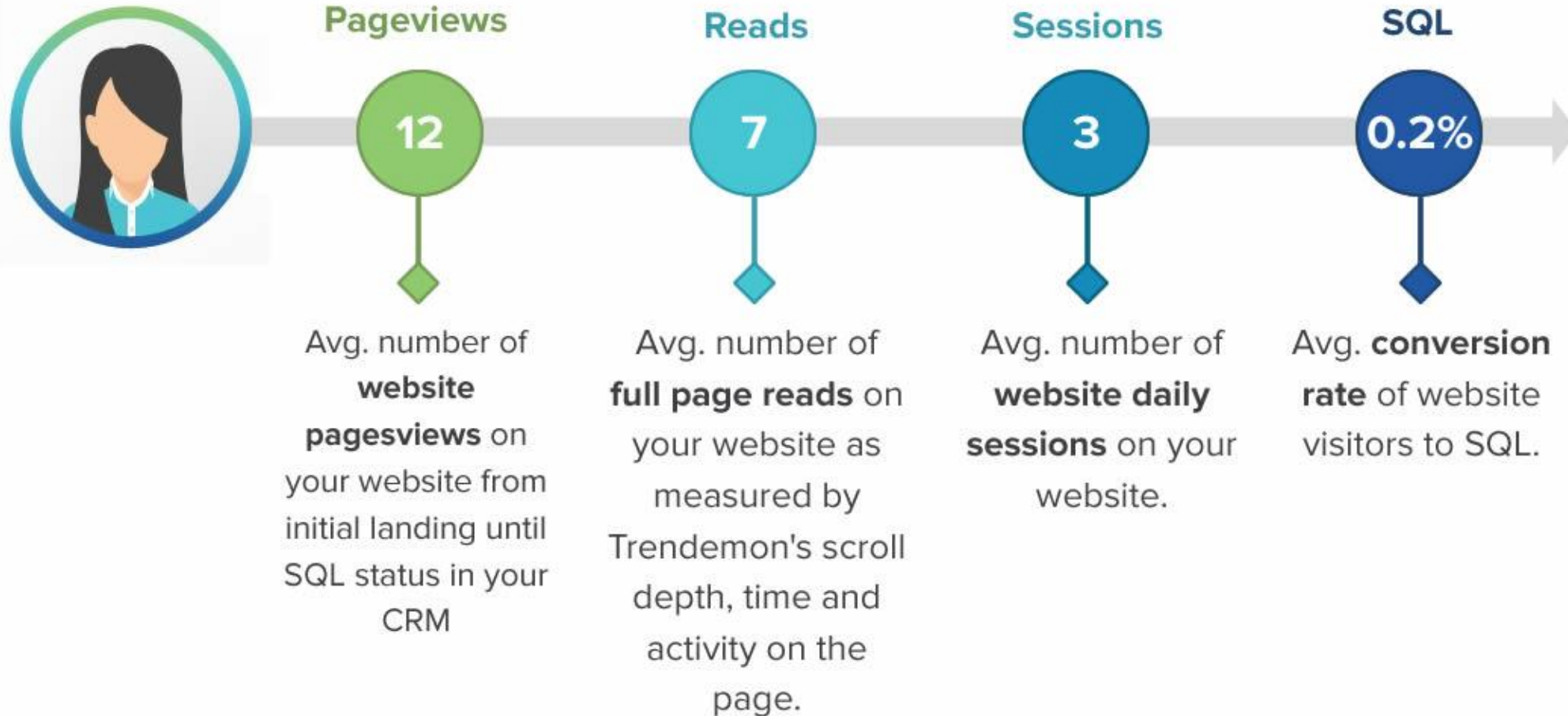
Pageviews

12

Avg. number of **website pagesviews** on your website from initial landing until SQL status in your CRM

Reads

7

Avg. number of **full page reads** on your website as measured by Trendemon's scroll depth, time and activity on the page.

Sessions

3

Avg. number of **website daily sessions** on your website.

SQL

0.2%

Avg. **conversion rate** of website visitors to SQL.

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The Playbook

The Feedback Loop

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1. Listen
Map digital journeys from initial touch to goal reached and see which assets impact successful journeys.
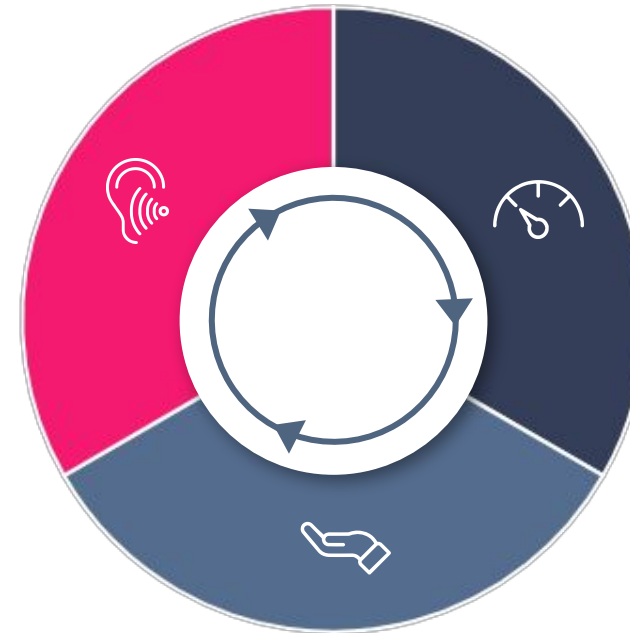
2. Score & Sort
Find which content impact business outcomes for which audience at which stage.

3. Serve
Automatically serve the most impactful assets to visitors at the relevant stage.

Hailo's Pain

Journey Overview ↗

google organic
Jun 16 2022 16:54:00
Desktop

hailo.ai

2h 10m
3 session(s)
9 page(s)

direct
Jun 16 2022

product form

5m 53s
same session
same pages

direct
Jun 16 2022

Product Inquiry Form...

0s
same session
same pages

direct
Jun 16 2022

MQL

4d 21h
2 session(s)
3 page(s)

email
Jun 21 2022

Blog Attribution to ...
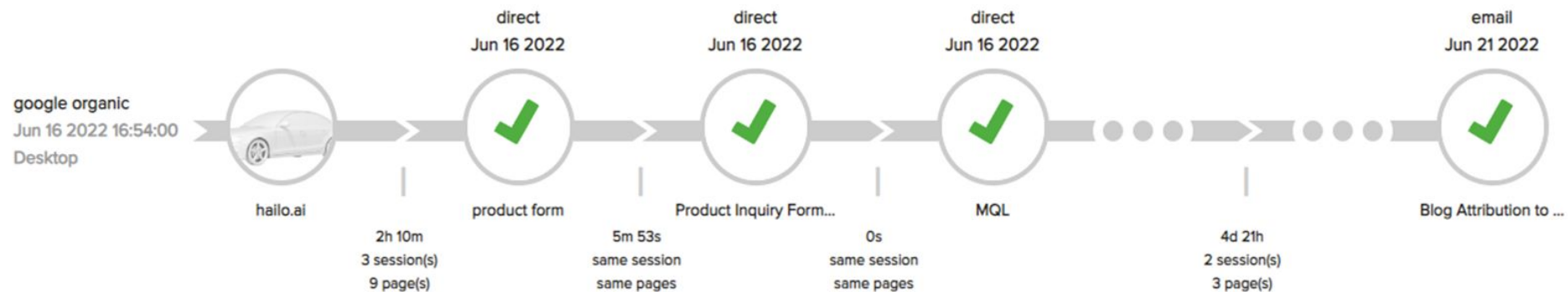
Breakdown by Sessions

google organic
Jun 16 2022 16:54:00
Desktop

hailo.ai

direct
Jun 16 2022 18:29:48
Desktop

hailo.ai

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direct
Jun 16 2022 19:01:44
Desktop

hailo.ai → Product Inquiry Form → Resources → Revolutionizing AI Applications at the E... → hailo.ai → Product Inquiry Form → Thank You → product form

Product Inquiry Form submission → MQL
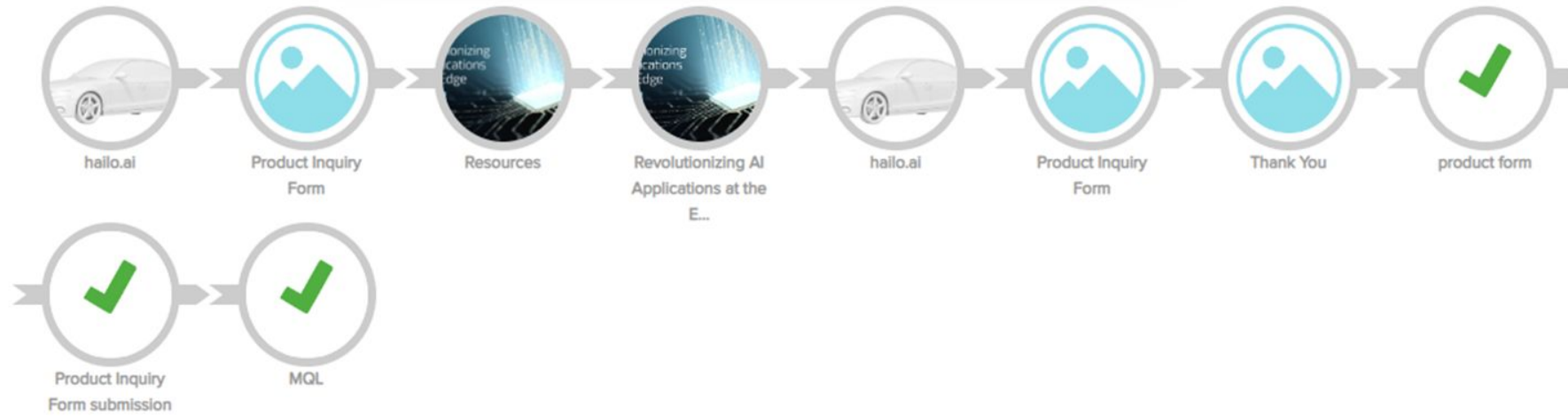
direct
Jun 21 2022 13:44:09
Desktop

hailo.ai

email
Jun 21 2022 16:38:10
Desktop

License Plate Recognition for High-Speed... → Automatic License Plate Recognition with... → Blog Attribution to form submissions

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How Hailo is connecting Intent with Impact to drive revenue

Company Name	Domain Name	Industry	Visitors ↓	Page Views	Reads	Read Rate	Goals Completed	Impact Score	Known Contact
		Software and Technology	47	467	211	45.18%	0		
		Software and Technology	30	210	103	49.05%	0		
		Manufacturing	21	86	51	59.3%	0		
		Software and Technology	20	545	233	42.75%	0		
		Hardware	19	126	57	45.24%	0		
		Hardware	15	61	25	40.98%	0		
		Hardware	14	69	41	59.42%	0		

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Most Read Content

Media	Title	Pageviews ↓	Read Rate
	hailo.ai	16	50%
	ai.hailo.ai/hailo-renesas-for-adas-av	10	80%
	Hailo-8™ AI Processor	6	83.33%
	hailo.ai/ja	5	20%
	Automotive	4	75%

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Traffic Sources

Type	Source	Visits
D	direct	8
O	google organic	8
R	zakzak.co.jp	3
S	linkedIn	2
R	prtimes.jp	1

1 - 5 of 10 |< < > >|

Activation Campaigns

Name	Impressions ↓	Clicks	CTR
WP: Revolutionizing AI Applications at the Edge	14	2	14.29%
ITS Case Study	4	0	0%

Company Details

Domain	renesas.com
Industry	Manufacturing
Company size	XXLarge (10,000+ Employees)

Users' goals performance – Q2/22
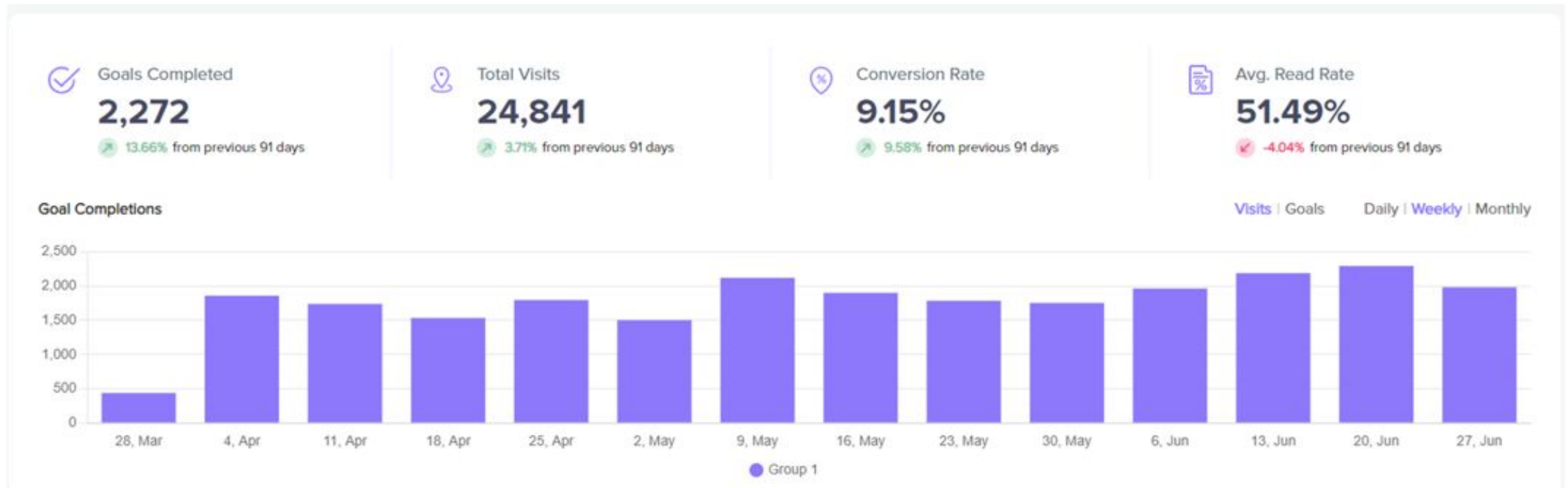
Website visits by company– Q2/22
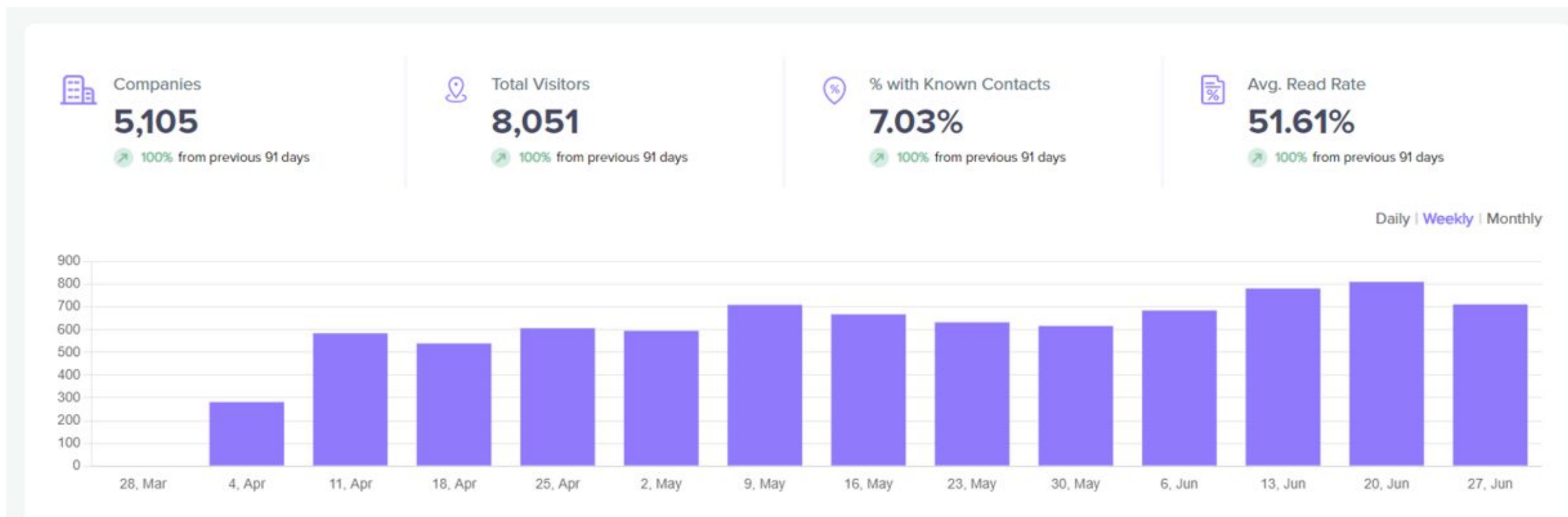
Audiences: content engagement rates Q2/22

Audience Name	Visits	% from total visits	Goals Completed	Completion Rate	Engaged with Content ↓
All Visitors	24841	100%	2272	9.15%	30.18%
Targetd companies	1054	4.24%	100	9.49%	44.12%
Dev Zone registered users	1030	4.15%	392	38.06%	99.81%
Taiwan & South Korea	3006	12.1%	351	11.68%	55.95%
Automotive - by visited website Automotive area	451	1.82%	40	8.87%	98.67%

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Assets' Impact Q2/22

Media	Title	Visits	Completed	Completion Rate	Read Rate	Proceed Rate
	hailo.ai	10,857	787	7.25%	45.74%	50.25%
	Automatic License Plate Recognition with Hailo-8™	661	530	80.18%	81.83%	13.03%
	Developer Zone	2,412	478	19.82%	23.71%	85.55%
	Sign In	2,128	477	22.42%	23.19%	79.11%
	Hailo-8™ AI Processor	2,768	445	16.08%	59.34%	50.52%
	Product Inquiry Form	1,229	387	31.49%	34.6%	37.86%

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Lead-Gen oriented journeys

Drive traffic from various sources

Identify & set personalized Journeys

Engage users with the right content

Track activity on account level

Flag high-intent accounts

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Empowering Intelligence

Start with website Analytics

Top Traffic sources

Top Visited pages

Top Engaging content

Top Converting Assets

Customers & SQLs Analytics

| Top Traffic sources | Top Visited pages | Top Engaging content | Top Converting Assets |

Run the same analytics exercise on SQLs and existing customers and partners
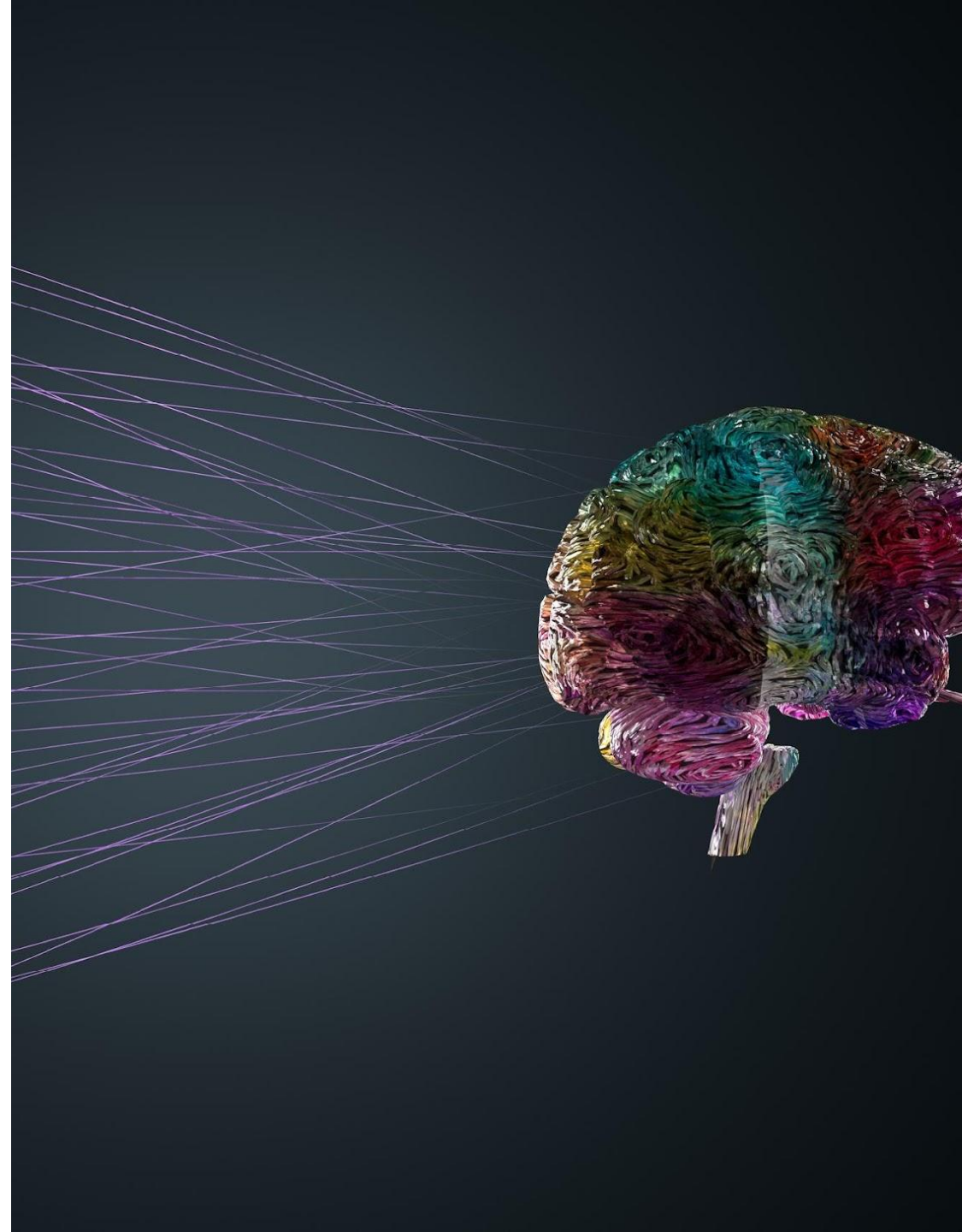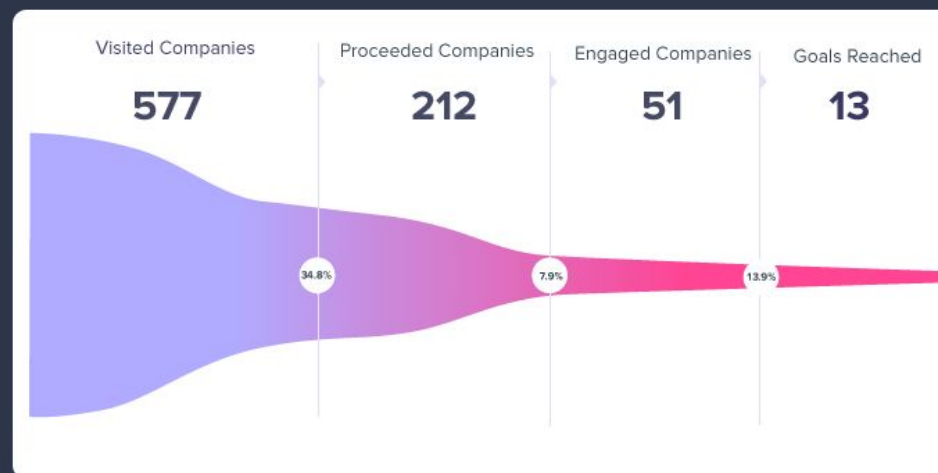
find the correlations !

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Things I've learned from this exercise

- **Don't try to force your users to one journey, learn from them**

- **Visualized analytics tells the story, no need for magic numbers**

- **Skip explaining about the rationale behind the journeys - share results**
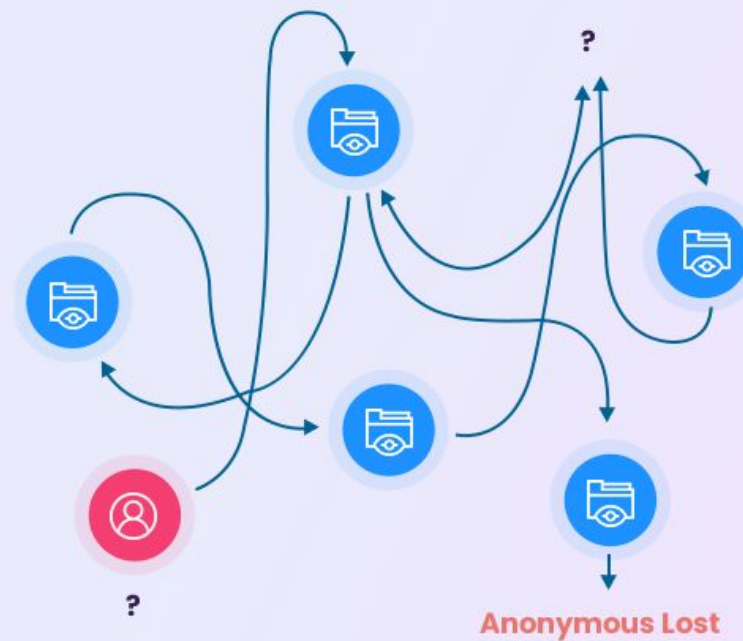
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Agenda

1. Introductions

2. Debbie background

3. Hailo overview (company, marketing, stack)

4. The Website Gap

5. General Benchmarks - Conversion rates, engagement with content, typical journey length, anonymous, account flow analysis)

6. The Hailo Story:

   a. The challenge

   b. connecting intent with impact

   c. outcomes

      i. Improving the flow in the website

      ii. support buyer-led rather than coerce a sales-led approach

      iii. intent = attention. How not to waste the attention your buyers are paying

      iv. (3X conversion to pipeline)

7. Q&A and Other examples

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looking at website analytics of existing customers, partners and SQLs shows that in many cases, the main indicator of "ready for business" companies is increasing engagement and website visits by multiple users from the same company.

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