Transforming Silicon Labs Into An Experience-Driven Business

Why Experience Now?

Businesses-to-business (B2B) buyers are increasingly taking a digital-first approach to discovering, evaluating, and purchasing products, with 65% of B2B buyers preferring to conduct their research online rather than working with a salesperson.[1] In addition, 26% of B2B buyers now complete at least half of their work purchases online, with this number expected to rise to 43% of buyers by 2021. As business buying preferences shift, Forrester expects the US B2B eCommerce marketplace to reach $1.8 trillion by 2023, accounting for 17% of total US B2B sales.[2] To keep pace with this online shift, companies will increasingly require digital and omnichannel capabilities that deliver a tailored experience equal to — or better than — the one delivered through offline interactions.

Adobe commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study to demonstrate and quantify the financial impact organizations have realized by adopting Adobe Experience Cloud and transforming into experience-driven businesses. To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed Silicon Labs as part of a broader study of nine customers across seven industries. The full TEI study can be downloaded here.

With B2B buyers completing more of their buying journeys online, Silicon Labs saw an opportunity to offer a better and more curated digital experience to developers building enterprise-scale solutions for the internet of things, internet infrastructure, industrial automation, and consumer and automotive markets. To create and deliver highly personalized digital content for engineers throughout the development lifecycle, Silicon Labs looked for tools to democratize content management and help marketing better identify, reach, and engage its development community. For the director of marketing and communications, optimizing the web experience for Silicon Labs' buyers was critical to growing the business: "When doing an initial product design, a customer may purchase an inexpensive chip, but we need to provide them with a quality development experience, so they put us into their end product(s) and order thousands of chips."

> "From a content velocity perspective, work flows that would previously take a week can now be done in 30 minutes using Adobe Experience Manager — for example, setting up a new product page. With the ability to tie into our taxonomy, analytics, etc., the speed we're able to deliver is exponentially faster than it ever was before."
>
> *Director, marketing and communications*

Silicon Labs Increased Site Traffic, Conversion Rates, Self-Service Customer Care, And Net Promoter Score Using Adobe Experience Cloud

At the time of the interview, Silicon Labs was effectively using several Adobe Experience Cloud products, including Adobe Analytics, Adobe Experience Manager, and Adobe Target. Forrester's interview with Silicon Labs revealed a number of business benefits resulting from these investments, including:

20% annualized increase in site traffic

Up to 10x improvement in conversion rates

24% reduction in support tickets

Implement content changes in minutes vs. days

Silicon Labs' Journey To Building An Experience-Driven Business

Prior to adopting Adobe Experience Cloud, Silicon Labs had several business challenges affecting its ability to provide differentiated digital developer experiences, including:

› **Inability to push targeted experiences to customers through the development process.** With the number of digital customer interactions only growing, Silicon Labs lacked the tools it needed to reach new audiences and better target its customers with contextually relevant content throughout the product development lifecycle.

› **Need to drive developer self-service through rich, contextually relevant content.** Silicon Labs' lack of a unified web taxonomy made it very difficult for developers to discover relevant content in their time of need to drive self-service issue resolution during the development processes. As a result, Silicon Labs' support engineers were inundated with support tickets from low-volume accounts.

> "We attributed traffic growth to centralizing our .com and community in one domain and combining key elements, like a unified search experience, across our sites. When we migrated to Adobe Experience Manager, we immediately saw a 20% boost in customer engagement."
>
> *Marketing operations manager*

The Business Impacts Of Experience For Silicon Labs

Silicon Labs made customer experience (CX) investments to transform the experience of its developer community across the product lifecycle. The following key business outcomes resulted from the investment in Adobe Experience Cloud:

› **Grew site traffic by 30% over 18 months and boosted community engagement by 20%.** Optimization of the developer web experience, improved content targeting and tagging capabilities, and improved content personalization collectively drove a 30% increase in site traffic over 18 months, a 20% annualized growth rate. By combining multiple properties under one domain, Silicon Labs bolstered traffic; the marketing operations manager added, "We attributed traffic growth to centralizing our .com and community in one domain and combining key elements, like a unified search experience, across our sites."

› **10X improvement in conversion rates across the marketing funnel.** Conversion rates from new contact to marketing-qualified lead (MQL) improved 8x, and the conversion rate from MQL to sales-qualified lead (SQL) improved 10x.

› **24% reduction in customer support calls from low-volume accounts.** Prior to adopting Adobe Experience Cloud, the organization's support engineers were inundated with requests from low-volume customers, slowing response times across the board. The proliferation of easily discoverable knowledge-based articles and technical content for the developer community promoted self-service issue resolution, resulting in a 24% reduction in support ticket requests from low-volume customers.

> "Our conversion rates have improved dramatically ... we went from fewer than 1% of new contacts converting to an MQL and now we're at 8%. Our conversion rate from MQL to SQL went from less than 1% to 10%."
>
> *Director, marketing and communications*

SUMMARY

This spotlight document is based on an interview from a commissioned study titled, "The Total Economic Impact™ Of Adobe Experience Cloud."

METHODOLOGY

The objective of the TEI framework is to identify the cost, benefit, flexibility, and risk factors involved in an Adobe Experience Cloud investment. Forrester took a multistep approach to evaluate the impact of Adobe Experience Cloud, including interviews with Forrester analysts, Adobe stakeholders, and nine current Adobe Experience Cloud customers. This spotlight focuses on the business impacts experienced by Silicon Labs.

> "For us, the most direct measurable impact has been our web traffic. In the 18 months since moving to Adobe, we're up more than 30% on our site traffic."
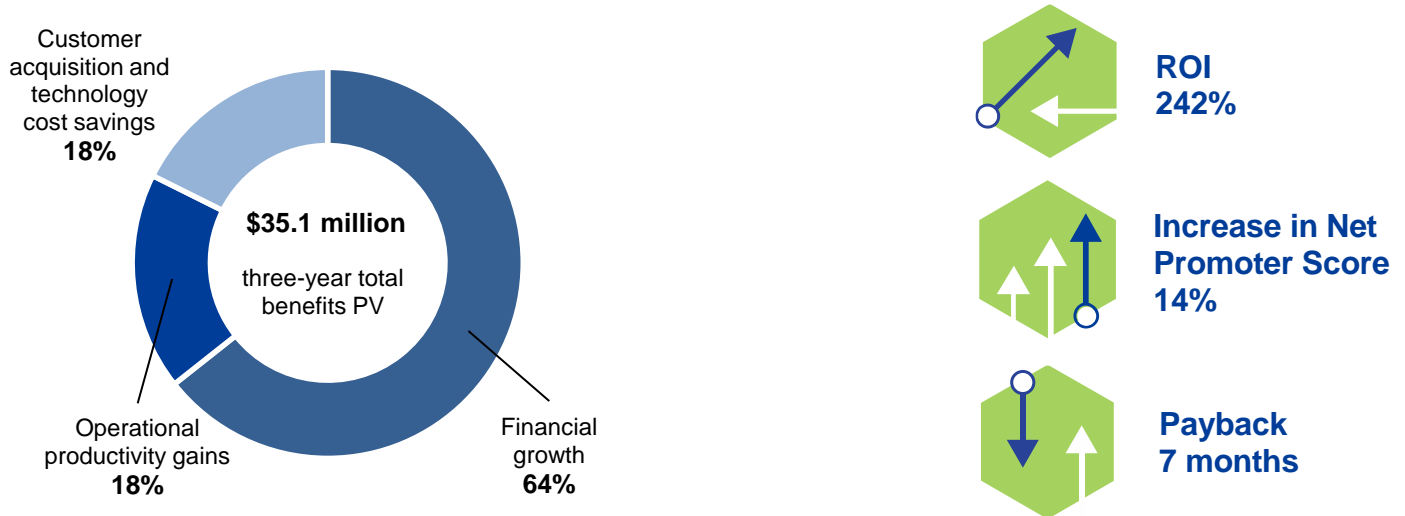>
> *Director, marketing and communications*

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> › **Implemented web, mobile, and product page content changes, which previously took nearly a week, in just a few hours.** By leveraging Experience Fragments in Adobe Experience Manager to propagate content changes across channels, Silicon Labs increased content velocity. Furthermore, the process of delivering content changes shifted from a process almost entirely managed by IT to one managed by marketing.

Moving forward, the organization expects to further its focus on A/B testing, personalization, and web optimization. The director of marketing and communications explained, "Now that we can segment our audiences, and we have a high-performing content machine, we want to focus more on personalization. It's a matter of aligning all our content, doing A/B testing, and then surfacing up appropriate content to the right segments. We're really excited about that."

Total Economic Impact Of Adobe Experience Cloud Across Customers And Industries

To better understand the benefits, costs, and risks associated with Adobe Experience Cloud, Forrester interviewed a total of nine customers across seven industries with an average of nearly five Adobe Experience Cloud products implemented and years of experience using these solutions within their marketing, customer experience, and analytics functions. Based on these interviews, Forrester constructed a TEI framework, a composite company profile representative of the interviewed organizations, and an associated ROI analysis that illustrates the areas financially affected. For a full description of the composite organization used in this analysis, please see the Composite Organization section of the full study here.

The following risk-adjusted present value (PV) figures are representative of those experienced by the interviewed customers, as realized by the composite organization built for this study:

Customer acquisition and technology cost savings **18%**

$35.1 million

three-year total benefits PV

Operational productivity gains **18%**

Financial growth **64%**

ROI 242%

Increase in Net Promoter Score 14%

Payback 7 months

These figures come from a Forrester Consulting case study commissioned by Adobe, titled "The Total Economic Impact™ Of Adobe Experience Cloud," December 2018. To read the full study and findings, please download the full case study here.

[1] Source: "US B2B eCommerce Will Hit $1.8 Trillion By 2023," Forrester Research, Inc., January 28, 2019.

[2] Source: "B2C Sets The Standard For B2B," Forrester Research, Inc., January 9, 2019.

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