How Cognism uses Mutiny

[00:00:00] Hi everyone. My name's Estelle and I'm the website manager here at Cognism. And today I just want to speak to you a little bit about Mutiny and how we use Mutiny on our website. So first of all, Mutiny is a website personalization tool where we can create personalized experiences for specific audiences to help drive more conversions for our inbound leads.

On our. As you can see on my screen right now, so this is that sch Mutiny website if you wants to check it out and have a look for more information, it's mutanyhq.com. But I'm just gonna show you a little bit about the backend once we log in. So once you've logged in I'm gonna show you so first of all I want to show you the integrations as well.

What I first talked about was how we can create segments on Mutiny. Mutiny does this by integrating with other tools in our tech stack. For example, Clearbit. So Clearbit is the tool where we can create the personalizations for our audiences. Mutiny also [00:01:00] integrates with Salesforce Google Analytics and Slack as well with Clearbit, this is the technology that's used with Mutiny to create those actual segments.

Whoops, one second. So if I go to our data explorer, so for example, if you were going to use Mutiny to create a personalization for a specific audience. You can actually use Mutiny to have a look at creating a segment for a specific industry. For example, if you wanted to target the tech industry or you could target a industry group or number of employees estimated revenue as well, you've got attributes here, which you can target, for example, like the visited URL or the conversion event. For example, we use that to target people who haven't actually converted yet. And then we can also create experiences based on UTM parameters as well, so for our pay campaigns. And then we've got other attributes as well within Salesforce where we can target those those audiences as well.

[00:02:00] So on this screen here one of the main features of Mutiny is the playbook. So Mutiny actually is a little bit more advanced and it's got AI technology within it. So it actually helps you create more , personalized experiences by writing headlines for you as well. And these headlines have been tested by other companies and they have proved already successful as well. So on the playbooks area, they've got recommended playbooks here. So this is a really good feature in Mutiny. So to help you kickstart some of your experiences and it gives you really good examples of how to create personalizations and what personalizations have worked well for other companies as well, who've used it.

Okay. I'm just gonna show you now a couple of experiences that we've actually got live as well. For example what you're seeing here, so this is the backend of the Mutiny editor. So on this particular segment, we're actually [00:03:00] targeting people in the tech industry and we're, and on the homepage.

So you can actually specify what page the personalization is gonna go on. And then on this page we can actually go in and actually edit any part of the webpage. So for example, like if you click on here, then this is the headline of the hero section, and then you can create your text and HTML in here.

But also Mutiny has this AI feature as well, which helps you create new headlines based on AI technology as well. This will create your personalization for your audience and then as well you've got all these options where you can edit the HTML as well. For this personalization as well.

So this is editing the actual page content on the homepage, but also you can create different variations. So for this particular personalization, we've actually got two variations running and on the first variation as well, we've got a [00:04:00] different one. Where it's Got a little bit of a different copy as well here.

So we've got two personalizations running at the same time cuz basically we wanna test to see which of these personalizations are gonna convert better. Okay next one here. This one is a example of mu of a Mutiny popup as well. So this one is an example of a exit intent popup on that we've actually placed on one of our blog posts.

So we've got a high traffic blog post, and basically we wanted to target the visitors who go on this blog post and naturally lead them to more related content as well. So this is an example of what that looks like. And then we've got here another personalization for our demo page. But this one has a segment of targeting enterprise visitors.

So this would be targeting any visitors who are from company sizes of, five or 10 K or more. And. . So this is actually creating personalization for them. And this one again, we've got a couple of [00:05:00] variations for the demo page to see which ones are gonna convert more as well. Okay.

I'll just go back, but on the, I'll just go back to the homepage, but you can see more examples of how it works and the use cases on the Mutiny website and like it actually helps you create. Personalizations on the website content or you can create specific banners for audiences or popups or side popups or surveys as well.

So it's been a really good tool for us and to help test out content and copy and experiences for different visitors. So I definitely recommend this tool. But yeah, thanks for listening and thank you very much. Thanks.