

Crux Informatics increases web conversion 38% with CMS Hub

The Client

Crux Informatics is a FinTech platform that helps companies reliably get the data they need, how they need it and where they need it. By connecting data suppliers and data consumers, the Crux platform allows data to flow at scale.

They focus on validating and wrangling data to make it ready for use, removing one of the most resource intensive and non-differentiating steps in the data supply chain today. Working directly with suppliers and serving multiple consumers, Crux removes market inefficiencies and duplications, creating a sustainable offering with economies of scale.

They deliver data at a lower cost, with a faster time to market, in a standard easy-to-use way, and at a consistently high level of service and security.

The Problem

As a marketplace business, Crux's target audience is made up of both enterprises that consume massive amounts of data and companies who supply this data.

Data is the lifeblood of businesses, and handing it off to other companies to structure or normalize, for example, is an extremely high risk. You don't give your data to just anyone! So it was tantamount to Crux's success to have a web presence that reinforced their extraordinary level of data sophistication and security to their target audience.

From the homepage, to landing pages, to blog posts, and beyond - their site had to reflect exactly what their audience needed to see, and then compel them to take action.

The Solution

Crux already had a baseline of branding ideas and some light designs that they provided to A8 to kick it off. From there, A8 took the designs, expanded on them and transformed them into a website experience perfectly tailored to their audience of sophisticated data suppliers and consumers.

For Crux, the design of the site was a highly important component, so A8 spared no detail and listened intently to the vision communicated by the Crux leadership team. The design

lent a hand nicely to the user experience which was strategically built to offer relevant opportunities to convert throughout the site. A8 built pop up forms triggered by behaviors and inline forms placed intentionally where visitors are most likely to convert. The forms were then powered by robust workflows that pushed data right into the hands of sales, and pushed communications back to the inbox of the visitor. Finally came development, which included high attention to mobile responsiveness and load times with SEO in mind.

The Outcome

The outcome was a beautifully designed site, tailor-made for the intended audience, resulting in higher conversion rates on the site and a more seamless operational handoff.

Why Aptitude 8?

Aptitude 8 was already working with Crux to optimize their Marketing Operations, so when they started thinking about overhauling their site they were wise in knowing that a website isn't a standalone marketing tool anymore, it's deeply connected to almost every system in an organization. They chose Aptitude 8 because of their holistic approach to marketing and technology systems.