



The docmetrics technology is delivered through a simple web-based application that is quick to adopt and easy to master. This application empowers marketers to create interactive PDFs, featuring dynamic forms that capture reader responses in real time. Users can then generate reports that turn reader data into real-world marketing insight.





Every day, millions of PDF documents are created and sent yet no one knows if they are effective or if anyone even reads them. It's like the PDF documents disappear into a black hole. That's why a bleeding-edge technology called docmetrics was designed by Vitrium, a Vancouver-based electronic document software specialist. It allows PDF creators to find out, in an unobtrusive way, a great deal about the people reading their PDF's and how intently the PDF's are read.

Some PDF creators have gathered a limited amount of information from registration forms that readers are required to fill out before getting access to the PDF documents. Such data as the reader's name and company were obtained, but nothing about how long a reader spent on each page of the document, or how many other readers got hold of the PDF once it had been passed on by colleagues. And "pass-along" readers can vastly increase the number of people who read a PDF – for example, 44% of those who share white papers, share them with 4 or more people.

Using the approach where readers have to complete a registration form before reading the PDF can frustrate them because they don't know if the document will be of value to them. The longer the registration form, the greater the chance that readers may enter false data or abandon the download altogether. In fact, up to 95% of audiences will abandon these forms without receiving PDF creators' content. Of the 5% that remain, many will provide inaccurate, un-actionable data.

The other way to use traditional PDF's is to provide open content. But this means PDF creators are leaving their PDF collateral completely open for consumption. Audiences are free to explore creators' messaging without providing their identity. This is obviously a very reader-friendly technique, but as a result content creators get no value and no new information with their PDF's.

This is where docmetrics outshines the competition with its revolutionary approach to traditional PDF's. The new technology turns PDF documents into dynamic tools for getting additional information on how readers engage with the content and who they passed the content to.

The ultimate achievement is that docmetrics users maximize their PDF content far greater than ever before.

## How docmetrics Works

Docmetrics is easy for content creators to use and gives them the opportunity to capture and analyze previously unavailable data on people who read their electronic content. Docmetrics does this by enhancing existing PDF documents with two main innovations:

1. In-document forms that are embedded into traditional PDF's. These are used to gather information about readers in real time after the document has been downloaded. More than one questionnaire can be embedded throughout the document and they can be presented to readers at points where the questions are relevant to the surrounding document information. This way, readers answer questionnaires once they have sampled the content and their responses are sent back to creators without impacting the reader experience.

The survey forms can collect key reader data such as demographic information (name, contact details, etc.), qualifying details (occupation, business needs, etc.), and what kind of information they would like to receive in future.

Vitrium surveyed 50 docmetrics clients and discovered that when a docmetrics questionnaire resides inside the PDF on page 2 or higher, 40 – 50% of all readers will complete the form.

2. Analytical tools that enable PDF creators to understand readers' content needs and reading habits. This unique analytics technology is very much like web analytics, only it's for PDF content. Docmetrics enhanced PDFs report data back to content creators on how readers interact with content, including how many readers open the document, how many pages readers view, how long readers spend reading each page, and which pages are printed. These are all good indicators of how the reader values the PDF content.

Using the unique docmetrics' PDF analytics, content creators discover which elements of style and content in their documents engage readers most effectively. For example, if a reader spends more time reading pages with bulleted information rather than pages with paragraphs and longer narratives, this is an indication they prefer shorter and more abbreviated information. Content creators can use this feedback to change the style of all future documents sent to this particular reader, using the preferred abbreviated style.

Docmetrics makes it easy for content creators to get real time reports from the data received from readers, both from embedded surveys and the reader analytics. The reports can be analyzed to identify, score and segment sales leads for example, which allows companies to manage content-based sales activities for maximum conversions.

There are two main types of real time reports that PDF creators get back:

Reader Reports that:

- Qualify follow-up leads as well as disqualify leads that aren't important

Document Analytics Reports that:

- Highlight which aspects of the document's content and style perform most effectively
- Show where improvements need to be made in content and style
- Help content creators develop future best practices for efficient content creation

These real time reports give content creators the insight they need to make key management and document creation decisions.

## Getting Started

All the benefits of docmetrics technology are delivered with a user-friendly, on-line interface. It requires no software installations or integration into existing systems. Docmetrics can be adopted quickly and mastered easily with no expensive training required.

To enhance PDFs with docmetrics, there is a simple five-step wizard that takes users through:

- Uploading a regular PDF for processing
- Adding keyword tags, notes and other document metadata
- Enabling document analytics technology which reports the data on how content is read
- Embedding dynamic in-document forms that report detailed data on who reads the content
- Downloading the enhanced document

Docmetrics gives content creators a great deal of choice over how they deploy in-document forms. By default, docmetrics will place a single form on page two of a document. Alternatively, marketers can choose to embed multiple in-document forms throughout a document. Users can also create enhanced documents with no in-document forms.

Docmetrics provides content creators with a range of useful pre-set forms and questionnaires. Customized forms can also be designed by creating form fields (survey questions, registration fields, static text, images, etc.), arranging form fields (using a simple drag-and-drop interface), and defining the look and behaviour of in-document forms using company colour schemes, logos, privacy statements, etc.

Docmetrics enhanced PDFs can be viewed in readers such as Adobe Reader – just like regular PDFs. However, before being able to access an enhanced document, readers may have to agree to let the document report the analytics data and submit the in-document forms embedded in the document, thereby safeguarding user privacy preferences.

## What People Are Saying About docmetrics

“The bottom line is that it works for us. The main tool we’ve used to grow the number of users for docmetrics is docmetrics itself. We’ve leveraged our own product to generate qualified leads. I’m proud to say that it’s worked extremely well.”

Keith Thompson, Director of Sales, Vitrium Systems

“We are getting 100% more leads with docmetrics than with web forms.”

Fard Johnmar, Founder, Envision Solutions

## Awards

- 2009 SIIA CODiE Award Finalist
- 2009 BCTIA TIA Award Nominee
- 2008 Gartner Cool Vendor

## Conclusion

Docmetrics is an innovation that lets content creators more effectively learn about and reach out to their audiences, beating all the competition hands down. Specifically, docmetrics has three main features:

### 1. Dynamic Documents

The docmetrics system allows users to create enhanced PDF documents. Like regular PDFs, these dynamic documents can be viewed in readers such as the free, ubiquitous Adobe application. Unlike standard PDFs, these documents are able to:

- include in-document forms that provide data on who reads content
- generate document analytics data by measuring how readers read content

Docmetrics provides a range of features designed to facilitate efficient document management. The system's Document Manager makes it easy to modify documents. For example, users can edit document metadata or add new forms to a document.

Find out more about dynamic documents

### 2. In-document forms

The docmetrics system allows users to embed dynamic forms within their enhanced documents. Docmetrics captures form responses in real time, providing marketers with detailed, timely reader data, including:

- demographic information (name, contact details etc)
- qualifying details (occupation, business needs etc)
- survey responses (reactions to content etc)

Docmetrics forms are fully customizable. Users can create their own forms and form elements, then embed them wherever they like within their documents. Forms and form elements can later be edited and updated dynamically in existing documents.

Docmetrics provides a range of features designed to facilitate the efficient management of in-document forms. The system's Form Manager makes it easy to sort and modify forms and form elements.

Find out more about in-document forms

### 3. Analytic reports

Docmetrics allows users to create real-time analytic reports that provide actionable insight into the data reported by their enhanced documents and in-document forms. This insight empowers docmetrics users to:

- score, segment and otherwise manage leads to ensure maximum conversions
- better understand the needs and interests of customers and prospects
- refine PDF-based content and content creation practices for optimum ROI

Docmetrics dynamically collects readers' form responses. It also generates detailed, real-time data on many aspects of reader behavior including, for example, how long readers spend viewing content and which pages they spend most time on.

Docmetrics reports empower marketers to leverage this data in order to identify:

- which readers should be targeted with further sales or marketing activities
- which types of document style and content engage readers most effectively