

Interactive Calculators 101 - The Complete Guide

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1. What is an Interactive Calculator?

Briefly speaking, it's an interactive tool that takes inputs from users and turns them into data and numerical results for your marketing and sales teams. So they may figure out specific solutions to their "pains" immediately.

It's a great tool for lead generation because it's built to solve problems and answer questions based on formulas during the mid-stage of the buyer's journey.

You can build interactive calculators to measure:

1. What will the ROI be if I purchase it?
2. How much does this product/service cost?
3. How much will this solution save me?
4. When they are evaluating all options available before a purchase, the calculator grants some unique insights such as ROI (Return on Investment), payments, or even savings, as we showed through the questions above.

It's a two-way tool, good for potential customers and good for marketing and sales teams.

2. The benefits of using Interactive Calculators

Discover the business needs

Do you have strategic planning? Probably, right? So you have already delineated your goals for short, medium and long terms. With a lead generation calculator, you can go further and discover what you need to achieve your targets, from leads, revenue, and traffic.

Strengthen the inbound marketing

This kind of strategy works close to content creation. To boost it, you can work with interactive tools because static content everybody has. Our goal is to stand out from the crowd. And to do so we have to go beyond, try different approaches and surprise our customers positively.

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Reach growth in all areas

For a business to grow, you need good products or services, talented professionals to make everything happen, and customers to buy what you're selling. The direct impact from the sum of it all is revenue and growth as a brand, a great place to work and a reference within the market.

Propose an immersive engagement

As an interactive tool, a lead generation calculator helps to promote a new level of engagement and transparency that gives customers answers to the most important questions for them. It helps to build trust in a dynamic way and a strong relationship with the brand from the start.

Give input to the sales team

The same way it helps to give answers to your potential customers, it also provides detailed data for your sales team to work with. Interactive calculators can show more than emails or phone numbers, delivering preferences and needs to improve offers and calls.

3. The Advantages of Having An Interactive Calculator On Your Marketing/Sales strategy?

Increase Lead Generation

As interactive content is more engaging, your audience will be more willing to convert and share their information in exchange for genuine value.

You can also use interactive elements to engage your audience before a gated section. Interactive content is twice as likely to engage a visitor as static content

88% of marketers say interactive content helps brands differentiate themselves.

Use interactive calculators to engage your audience

Competition in the digital age is fierce, so offering a terrific product and excellent web content that fills a need for people isn't enough to succeed.

Unfortunately, your competitors are doing that as effectively as you are, so it's all too easy for your brand to get lost in the shuffle if you're not careful. But interactivity can be the X-factor that truly sets your company, brand identity, and products apart.

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79% say combining interactive content with other content types improves message retention.

Data-driven experiences

Generate and qualify leads, enriching sales dialogue with explicitly known buyers' needs to accelerate the sales cycle.

The data collected through your Ion experiences, such as assessments and calculators, can be sent to HubSpot to enrich your contacts' database with relevant information about your audience's preferences, budget and pains.

85% B2B marketing pros include interactive infographics in their strategies (or plan to soon).

Better SEO & Improve traffic

Build trust and authority by increasing the amount of high-quality content you offer. Become the go-to source on a specific topic with long-form content and informative pillar pages.

Also, always consider search intent for every piece of content, and post fresh content on a frequent basis. Adding content will get you noticed by search engines, which can then index your web pages.

Easy to create using Ion's Quickstarts

Quickstarts are a collection of prefabricated interactive templates, created by marketing specialists and designers, to help you deliver multiple formats of interactive experiences.

You can brand and customize the quickstarts as you wish, launching many of them in under an hour. Also, Ion's quickstarts replace all the complexity of creating such experiences with agility and efficiency, leading your strategy towards greater success.

4. What are the main types of interactive calculators?

Knowing the significant types of interactive calculators is critical to defining which is right for your business.

Of course, what's listed here isn't a definitive list, as you can merge features and customize the calculator to the needs of your target audience. Still, meeting the most famous kinds is an excellent way to get started. Keep up!

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1. ROI Calculator

The ROI calculator is one of the most common formats on the market, much because of the critical role return on investment plays in the consumer's purchasing decision. It can be related to a product or service and is an excellent option to present the company's value proposition.

As you can see in this example, the user only needs to enter some information, such as monthly spending and conversion rate, to calculate the ROI quickly. Another example is this calculator that, in three steps, estimates how much the lead can save when investing in a certain service.

2. Discount Calculator

A discount calculator is great for one-off campaigns that seek to awaken a sense of urgency in the consumer. If your store is on sale, for example, offering this sort of content helps the persona estimate how much they can save by purchasing during the sales season.

As complex as the idea may seem, producing a discount calculator is extremely simple if you use the right tools. The Ion platform offers simple and customizable solutions for creating such content. In this example, you can access a tool that calculates embedded savings.

3. Quantity Calculators

The quantity calculators are excellent for you to plan strategically and include the client in the process. If your company creates budgets according to customer demand, for example, this feature can facilitate service pricing.

4. Financial Planning Calculators

It is a type of interactive calculator that can bring excellent leads for those who work with products involving the future, such as insurance, financing, and loans. It is also relevant to deal with dreams, such as wedding parties, graduations, and travel.

Helping the consumer plan for such occasions is a way to generate credibility for your brand and to establish it as an expert in the subject.

5. Health or wellness calculator

A calculator focused on health or well-being can be an excellent way to improve the experience of gym clients, for example. The tool can indicate the number of calories ingested over a period, the kilograms lost with specific exercises, or the user's body mass index.

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6. Measurement conversion calculators

This is a very common interactive calculator format, especially in e-commerces and stores that work with imported goods. You can design it to convert measurements, such as product lengths, or even currencies, which can be helpful in international travel.

5. Where to add calculators to your content strategy

Where a calculator sits in your content strategy will vary based on the type of calculator and your customer journey.

1. **Awareness:** What is my problem? How much money and time am I wasting with this problem?
2. **Interest:** When evaluating a product, I need to know the up front costs so I can share it with my boss.
3. **Evaluation:** As I evaluate the product, I want to know how much it will cost compared to other tools.
4. **Decision:** What potential discounts/savings can we negotiate?
5. **Sale:** What is our TCO? What can we expect the ROI to be?
6. **Expansion:** Make it easy for me to create packages, get quotes for additional services, etc.
7. **Win-back:** How much time / money have I lost by leaving and what can I be offered to return?

6. Real examples of Interactive Calculators

Let's look at the primary examples of calculators that are already effectively being used in strategies of different companies.

All content that will be mentioned was created on the Ion platform and can serve as an inspiration for you to optimize your interactive strategy.

[Lansinoh Calculator](#)

This interactive Lansinoh calculator is a perfect example of how to use this resource for lead education purposes. Lansinoh is a pharmaceutical company focused on mothers who are

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breastfeeding. To generate value to the client, the calculator helps them estimate the savings generated by keeping breastfeeding.

[Cengage Calculator](#)

Cengage's calculator takes a more direct approach, focusing on converting the lead into a premium service subscriber. To convince the audience, the tool, placed on a landing page, allows users to calculate how much they can save by subscribing to Cengage Unlimited. In the end, a call to action offers direct contact with sales reps.

[Symantec Calculator](#)

Symantec is a service specialized in digital security and, to prove the relevance of its solutions, has produced this ROI calculator. By accessing it, the lead can quickly calculate how much they can save by acquiring the service.

[iContact calculator](#)

Another calculator that seeks to alert the customer to the benefits of a service is the one produced for iContact; a company focused on email marketing solutions. The visitor only needs to indicate the number of contacts in their email list and that's it: the tool will reveal how much they can save by using iContact.

7. The best tool to build your Interactive Calculator

Ion is a platform from Rock Content that allows you to break through the boredom and insufficiency of static content through interactive formats.

With Ion, it is possible to create an interactive calculator customized for your website and type of service/product offered by you. Using one of the pre-made templates, you only need to choose the one that best suits your content, personalize like your website and then share it with your audience.

Since there is no need to perform programming processes, your calculator can be used in less than an hour!