

okta PointClickCare kaspersky nitro

# Assumptions

## Date Range

October 7 to 20

14 days, approximately double to get monthly forecast

## Regions

All

Can focus on specific regions and/or exclude some like embargoed countries etc.

## Chat Coverage

Drift Impressions

Visitors that are offered the opportunity to chat

## Leads & Conversions

Demos & Drift

Conversions included:  
Book Demo Form, Drift email, Drift Meeting, Drift Phone

## Lead Value

## Model Accuracy

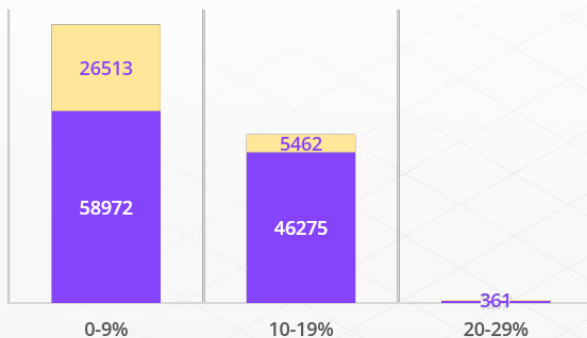
86%

Model is tracking at 86% accuracy

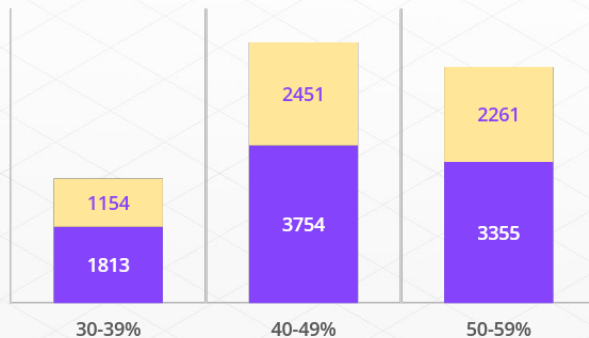


# Coverage

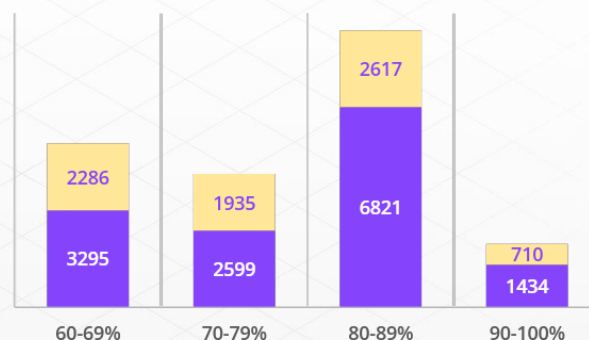
Low Intent- 82%



Mid Intent - 7%



High Intent - 11%



## Coverage = 31%

82% of your traffic is Low intent and you are targeting 31% of those visitors with Drift

- 8% points more traffic than the average (75%)
- Recommend increasing coverage by 20%

## Coverage = 66%

7% of your traffic is Mid intent and you are targeting 66% of those visitors with Drift

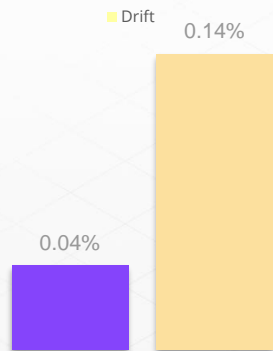
- 10% points less traffic than the average (17%)
- Recommend increasing coverage by 10%

## Coverage = 53%

11% of your traffic is high intent and you are targeting 53% of those visitors with Drift

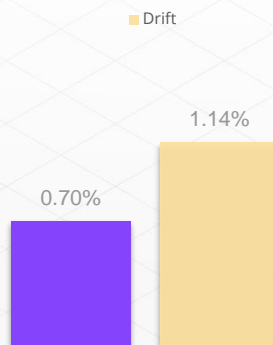
- 2% points more traffic than the average (9%)
- Recommend increasing coverage by 40%

## Low Intent



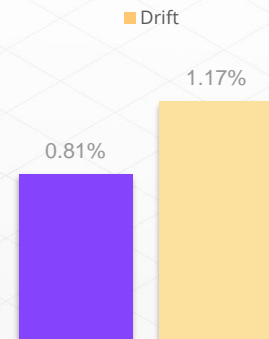
Low intent visitors who engage in chat convert **250%** higher than when left to self-serve

## Mid Intent



Mid intent visitors who engage in chat convert **63%** higher than when left to self-serve

## High Intent



High intent visitors who engage in chat convert **44%** higher than when left to self-serve

Overall Site Visitors that are offered chat will convert to a demo or into a Drift Goal (email or meeting) 178% higher than those that do not.



Looking specifically at Drift Conversations and conversions, you are converting about 16% of visitors who engage in a conversation.

# Assessment Findings

## ABM

Drift intel is matching **44%** of visitors to an account.  
**Create ABM Playbooks.**

## Intent Alignment

Losing up to **83%** of visitors with many steps in playbooks. **Get high intent visitors engaged faster.**

## Agent Engagement

Only **21** total chats with a live agent out of 4700.  
**Opportunity to engage more high quality visitors.**

## Key Audiences

Paid search converts more demos and less “free product” & returning visitors convert **64%** higher

## Hook Testing

Overall Engagement of **.92%** is below benchmark of 1.5%

## Target Accounts

**3980** accounts loaded into Drift but no experience designed for them



# Executive Summary

## Coverage

Target **58%** more  
Site visitors

## Conversions

**168** more  
opportunities from  
Drift per Month

## Opportunities

**\$410K** in  
Opportunities  
added Monthly

- ✓ Use Lift AI to expand coverage across the site and specifically target high intent visitors currently not targeted
- ✓ Use Lift Ai to improve conversions by removing barriers for high intent visitors and engage them faster
- ✓ Mature overall implementation to take advantage of key audiences and best practices to increase personalization

# Next Steps

