How Optimizely Used True Intent Data to Close Deals

Optimizely's Business Hurdle

For their 2019 year-end campaign, Optimizely wanted to boost incoming leads without spending additional budget. Senior Demand Generation Manager Jessica Brook focused on accounts that were further along in the buyer's journey, which is where TrustRadius' True Intent data came into play.

Using True Intent & Chatbots to Get Leads

Jessica created an experiment using True Intent data and a Drift book-a-meeting bot to help target high-value accounts. Once the True Intent data was fed into the Driftbot, it would instantly reach out to the targeted accounts that visited Optimizely landing pages. The Driftbot was personalized and asked for a meeting upfront.

Optimizely's Results

After identifying 176 target accounts from the True Intent data and plugging them into the Drift chatbot, Optimizely saw incredible results:

- 11 meetings booked
- 4 sales accepted leads
- 1 closed-won deal with a 24-hr sales cycle

What's Next?

For Optimizely, combining the targeting power of True Intent data with the Driftbot's ability to catch prospects at exactly the right moment resulted in an accelerated sales cycle. Optimizely plans to continue and expand this experiment using their own solutions in conjunction with Drift to A/B test.

Optimizely

Score 8.7 out of 10

Top Rated 2020

Jessica Brook,
Sr. Manager, Demand Generation
Optimizely

"The deal we closed using True Intent with Drift was one of the fastest ever recorded. This experiment completely validated my hypothesis that these people were ready to talk to sales, and even buy."

About Optimizely

Optimizely is the world's leader in Progressive Delivery and Experimentation. Its platform includes technologies for modern software development, such as feature flags, A/B testing at scale, AI-powered personalization, and streaming analytics.

Review Program

- 383 Customers on the record
- 221 Tagged quotes for sales & marketing
- 11,253 Pageviews since Q1 2019
- 19% Share of audience in A/B Testing category

Want to learn more? Visit trustradius.com

TrustRadius