Drift

How Drift boosted home page conversion by 265% with Intellimize

Background

Headquartered in Boston, Drift is a leading chat software and conversational marketing platform used by over 150,000 companies around the world.

Drift enables their customers to create customized chatbots to interact with prospects on their website to move them through the sales funnel. Drift's technology also enables its users to engage website visitors in conversations through a customized experience based on the page they're currently on, helping companies gain more potential customers.

About Drift

Sara and the Drift team wanted to drive more leads to her rapidly expanding sales team and extend customized experiences to discovery and onboarding on drift.com.

In order to do this, Sara believed that she and her team needed to make lead scoring and website personalization priorities in their optimization efforts in order to effectively drive user signups and activation.

Sara Pion
Growth Marketer
at Drift

Drift's challenge: Driving higher customer acquisition conversion rates

Drift's marketing team was accountable for delivering more qualified leads to sales and driving more self-serve signups among lower qualified leads.

Drift started by scoring all incoming leads using MadKudu. Intellimize then used those lead scores to personalize website experiences on drift.com during the sales process.

MadKudu

MadKudu is a dynamic lead scoring tool that uses AI and customer data to help sales representatives focus their attention on high-quality leads, and in turn help drive more conversions.

Intellimize

Intellimize is a predictive personalization platform that helps marketers deliver custom website experiences for every unique visitor in the moment. With Intellimize, marketers can drive more revenue through personalization on any device faster and with less work than traditional personalization or A/B testing approaches.

Creating better experiences driven by customer fit on high-traffic web pages

To begin, Sara focused her optimization initiatives on three of Drift's most important web pages:

- **Home page**

- **"Powered by Drift" page:** This landing page is for website visitors who are directed from Drift's "Powered by" link within the Drift chatbot on their customers' websites.

- **Pricing page**

Her team created variations of content, layout, hero images, and more on these pages and then used Intellimize to deliver the right combination of variations to each unique visitor.

Drift had two main goals

1. Directing leads with a lower predicted lead score to sign up for a free account:
Sara and her team wanted to create a touchless experience to their "freemium" account sign up for leads with lower Madkudu lead scores. Their hope was to convert these prospects into paid customers within 30 days after they had a chance to use the product and appreciate all that Drift can do.
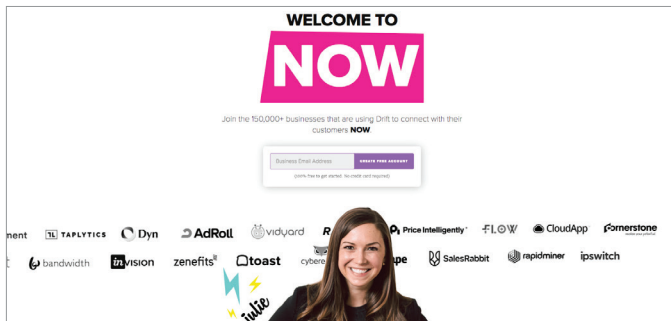
2. Directing leads with a higher predicted lead score directly to a chat with Drift's sales team to create more booked meetings:
Sara wanted to create a conversation between high-value leads and Drift's sales team.

Base Site Experience
0.49% conversion rate
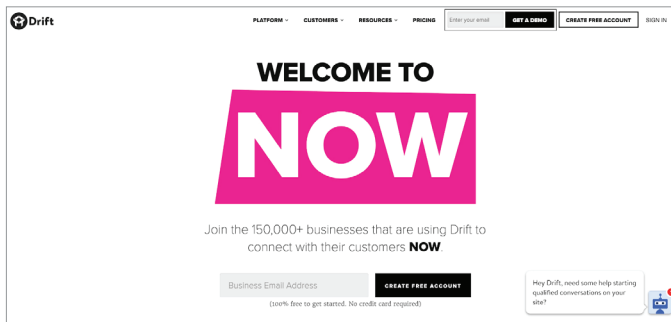
Intellimize Test
1.79% conversion rate

Home page:
265% more leads

Drift tried out several hero image and content layouts on their home page with the goal of giving leads more information about what they were signing up for, why they should sign up, and some social proof in the form of rolling logos.

A dramatically simplified variation of the home page with minimal content that Drift ran with Intellimize had a 1.79% conversion rate. In contrast, the base website experience with long-form content converted at a 0.49% conversion rate.

By running these variations with Intellimize, Drift was able to more quickly find winning ideas and personalize for each visitor, driving conversion rates up by 265% on the home page.

"Powered by Drift" page:
106% more leads

Drift offers a freemium model where users can enable Drift's chatbot on their websites with basic functionality. Anyone who sees Drift being used on another website and finds it interesting can click on the "Powered by" widget and they are directed to this "Powered by" landing page, driving many freemium signups.

Using Intellimize, Drift tested many website variations on this page including CTAs, collages, hero images, and page layouts. While the base website had a long-form, text-heavy page that spoke holistically about conversational marketing, a simplified Intellimize variation that included a single-split screen design with nothing below the fold and minimal content performed very well. Sara's team then went on to iterate on this variation based on its success, creating second, third, and fourth generation ideas.

By testing many ideas in parallel, Drift was able to more quickly identify clear winners than they would have with A/B testing while simultaneously delivering more signups by showing the right "Powered by" page variations to each unique visitor.
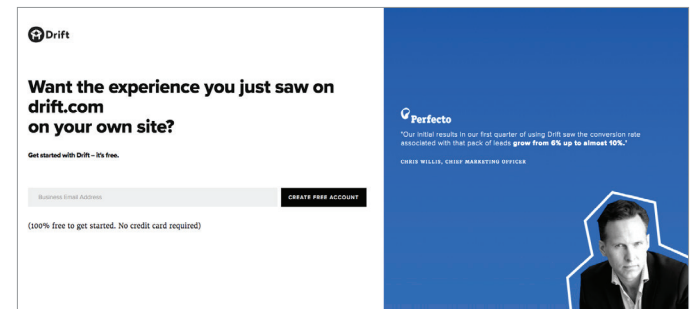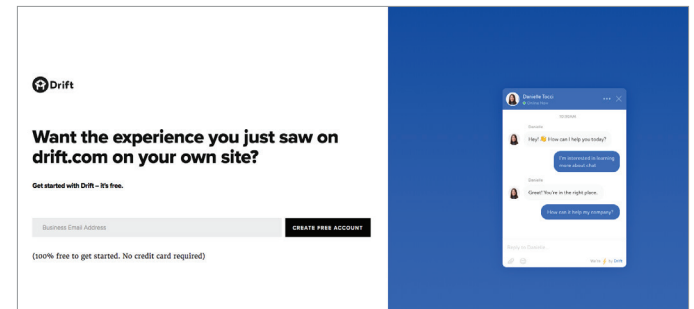
Intellimize variation examples

Pricing page:
102% more conversions

Most marketers are used to sending 50% of their traffic to one variation with traditional A/B testing. With Intellimize, Drift automatically drove more traffic to higher performing variations, starved under-performers of traffic, and turned mediocre ideas in to winners by showing them to the right audiences.

This approach boosted conversion rates and saved Drift's marketing team from spending weeks or months testing one idea at a time, as they were used to doing with A/B testing. Sara and her team also go more insights more quickly because they could test more variations in less time and see which variations resonated for each audience.

74% faster customer acquisition

By creating automatically tailored experiences across three high-traffic pages using Intellimize and Madkudu, Drift was able to reduce the average time to become a customer from **54 days to 14 days**.

Additionally, the lower lead score customers whom Drift wanted to have a touchless experience with were able to better understand the product without hopping on a call with Drift's sales team.

Drift was able to reduce the average time to become a customer from

54 days to 14 days!

After optimizing the customer acquisition experience with Intellimize and Madkudu, **Drift was able to see some impressive results**

Results: More meetings, more customer engagement, more conversions

265% more leads from the homepage

106% more leads from the "Powered by Drift" page

102% more leads from the pricing page

74% faster customer acquisition

What Drift learned in using Intellimize

Predictive personalization and lead scoring led to more sales opportunities.

Sara and her team realized that tailoring the pre-sale experience for visitors with the combination of Madkudu's lead scoring and Intellimize's predictive personalization led to significantly more sales opportunities across the board.

Running multiple tests in parallel delivered better results at a faster rate.

Using Intellimize's predictive personalization on three high-traffic pages with multiple variations delivered better conversion rates and faster customer acquisition.

To find out more about how your marketing team can simplify your website optimization process with predictive personalization, contact us for a free consultation.

Intellimize
www.intellimize.com
To learn more about predictive personalization contact us at **hello@intellimize.com**
| 9

Predictive personalization technology

Personalize to each individual

Dynamically adjust over time

Try all of your ideas at once

Begin optimizing immediately

Automate rote experiment work

To learn more about Intellimize's predictive personalization platform
visit **www.intellimize.com** or contact us at **hello@intellimize.com**

About Intellimize

Intellimize automatically optimizes websites to drive revenue and customer acquisition. The company's AI dynamically personalizes mobile and desktop websites for each unique visitor in real time. Intellimize was founded in 2016 by machine learning and advertising veterans from Yahoo, Twitter, and BrightRoll and is headquartered in San Mateo, CA.