

Thanks for joining us! The webinar will begin at the top of the hour!

WEBINAR

Show Me the Money: Measuring the Impact of AI on Your Marketing & Sales Pipeline

DRIFT



Ronell Hugh

VP of Product Marketing, Drift

WEBINAR

Show Me the Money: Measuring the Impact of AI on Your Marketing & Sales Pipeline

DRIFT



Meet Your Host



Paul Roetzer
Founder & CEO
Marketing AI Institute

Meet Your Speaker



Ronell Hugh
VP of Product Marketing &
Customer Advocacy
Drift



The Age of Intelligent Automation

80% of what marketers do every day will be **intelligently automated** to some degree in the next 3 - 5 years.

www.MarketingAIinstitute.com



Our Mission

Make AI approachable and actionable for marketers.

www.MarketingAIinstitute.com



The Monthly Webinar Series

[Live - Nov 10, 12pm EDT] How to Align Marketing and Sales and Exceed Your Goals with Conversational AI

Conversational AI can help both sales and marketing and can enhance their relationship. Conversational AI provides personalized experiences for buyers – 24/7 – to help your team scale their activities, qualify buyers, and work more efficiently together.

Join Drift's Kyle Bastien, Director of Business Value, and Aurelia Solomon, Director of Product Marketing, to discover how AI generates pipeline while helping your marketing and sales team meet their goals.

During this **November 10 webinar** you'll learn:

- The secret to aligning marketing and sales around shared goals
- How Conversational AI handles common roadblocks
- Examples of how you can use AI to engage your buyers around the clock

Register



[On-Demand] AI in Action Event Series

Our AI in Action series is a free, six-part online series - designed to help marketers understand and apply AI.

Get a behind-the-scenes look at how AI technology works through educational demonstrations from leading AI-powered technology solutions partners. Learn how to cut through the AI hype to better vet AI-powered marketing technology companies, explore top AI use cases, and discover how to drive real business results through smarter marketing technology.

The AI in Action series is a [MAICON 2021](#), this series is open at no cost to everyone who wants to learn about AI, and experience how it can reduce costs and accelerate revenue in their business.

Get Access



[On-Demand] Use AI to Find Your Best Prospects

B2B companies need good leads like people need air to breathe. For sales teams, generating pipeline is a manual, time-consuming and random process. B2B sales has evolved rapidly in the last 20 years, but no one has solved the problem above the funnel - until now.

LeadCrunch CEO, Jonathan Spier, is here to help.

In this webinar from Marketing AI Institute and LeadCrunch, we discussed:

- Why legacy B2B lead generation and demand generation programs fall short.
- How AI can find missed opportunities, reduce waste, and accelerate revenue.
- How marketers, BDRs, and sales professionals can use AI to generate better B2B leads at scale.

Get Access



Learn more at bit.ly/marketing-ai-webinars

Industry leaders help you
understand, pilot and
scale AI.



Today's Agenda

01 The Power of AI Today

02 The Financial Impact of AI Technology on Your Pipeline

03 The Future of Marketing & Sales AI

04 Takeaways

01

The Power of AI Today

Bridging Gaps in the Digital Buying Experience

Then

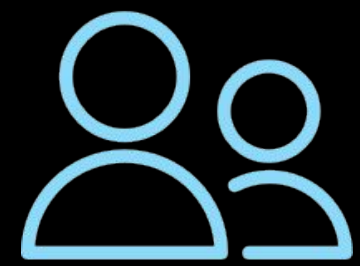
- Traditional, form-based lead qualification
- Reactive, slow, and inefficient
- Long response times
- Missed opportunities

Now

- Qualify and respond to prospects in real-time
- Improved quantity and quality of leads
- More dynamic customer experience
- Marketing & sales scalability

AI Generates Qualified Pipeline 24/7

Even when your team is off the clock



**Ability to capture intent
in a way that adds value
for prospects**



**More qualified
leads faster**



**Scale your sales org
faster, without
additional headcount**

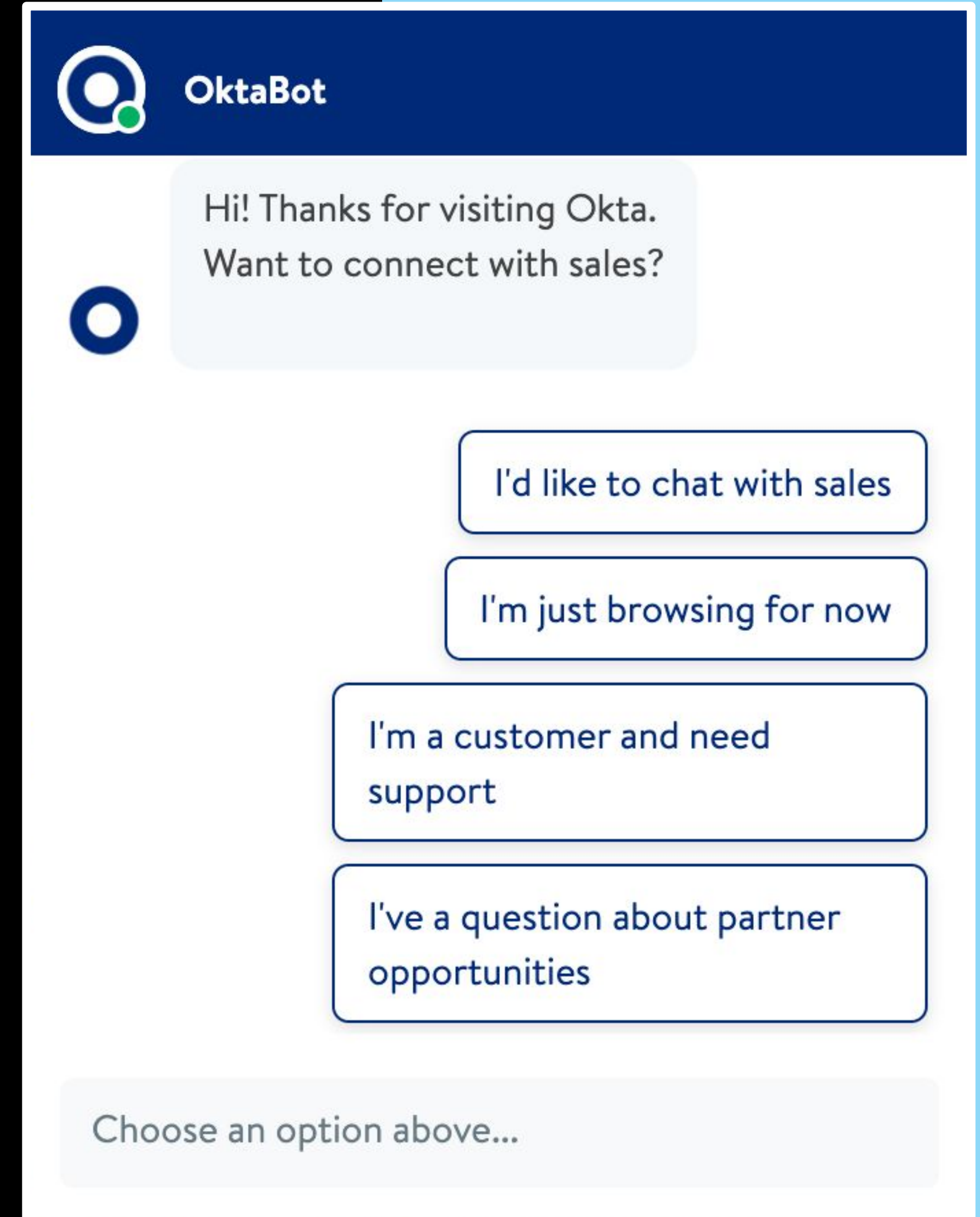


**Deliver more
revenue with higher
yield per rep**

Target Account Experience

Use Case #1

- ⚡ Offering a customized experience to high-value accounts **without losing the human touch**
- ⚡ Less friction and shorter route time



The screenshot displays the OktaBot chat interface. At the top, a dark blue header contains the OktaBot logo and name. Below this, a light blue message bubble from the bot says, "Hi! Thanks for visiting Okta. Want to connect with sales?". To the left of this bubble is a small blue circular icon with a white dot. Below the message bubble are four white rectangular buttons with rounded corners and blue borders, each containing a response option. At the bottom of the chat area is a light gray input field with the placeholder text "Choose an option above...".

OktaBot

Hi! Thanks for visiting Okta.
Want to connect with sales?

I'd like to chat with sales

I'm just browsing for now

I'm a customer and need support

I've a question about partner opportunities

Choose an option above...

High Intent Pages

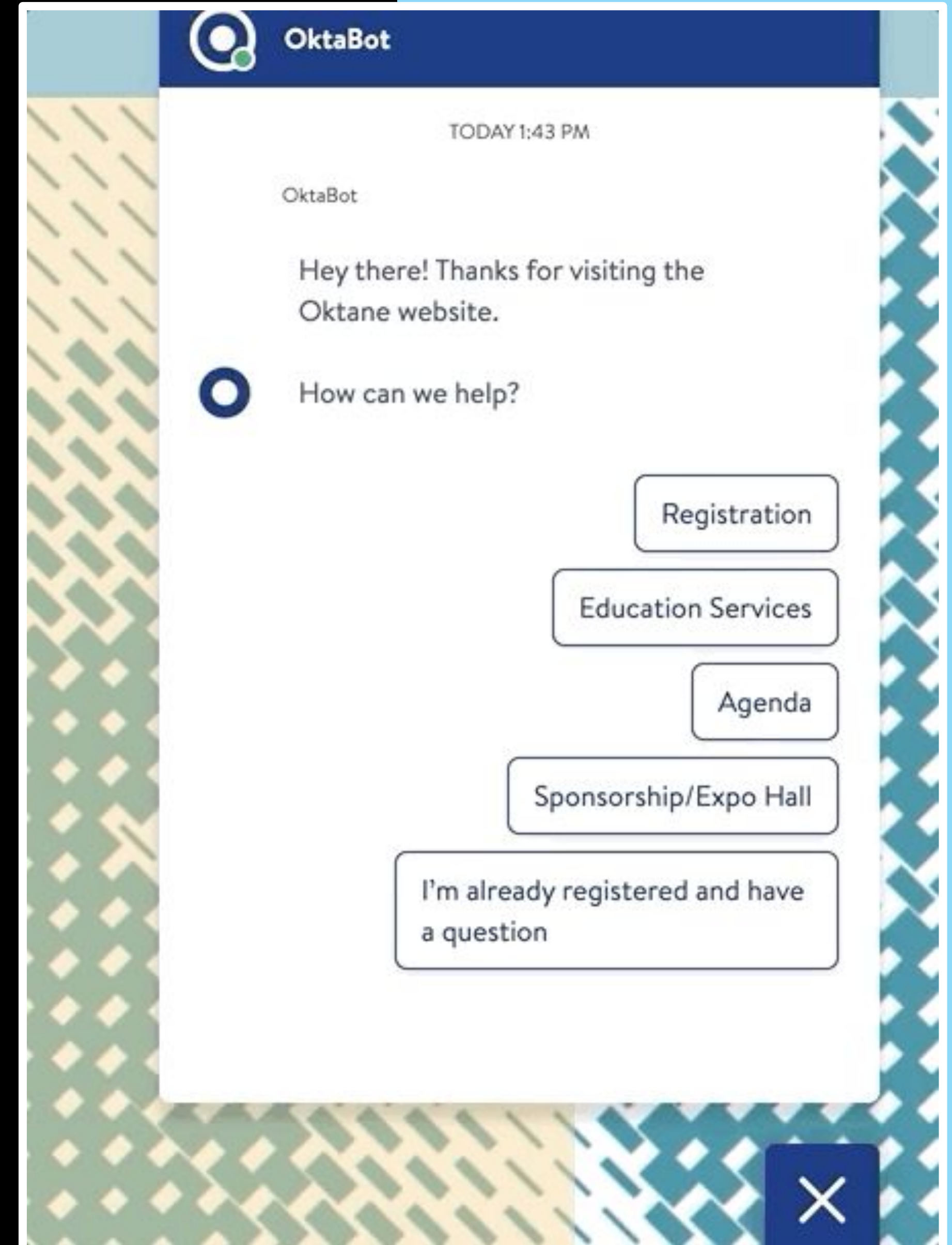
Use Case #2

- ⚡ White glove approach on high intent pages for **high conversion rates**



Use Case #3

- ⚡ Using bots to **register** attendees before the event, **engage** with them during, and **retarget** them after

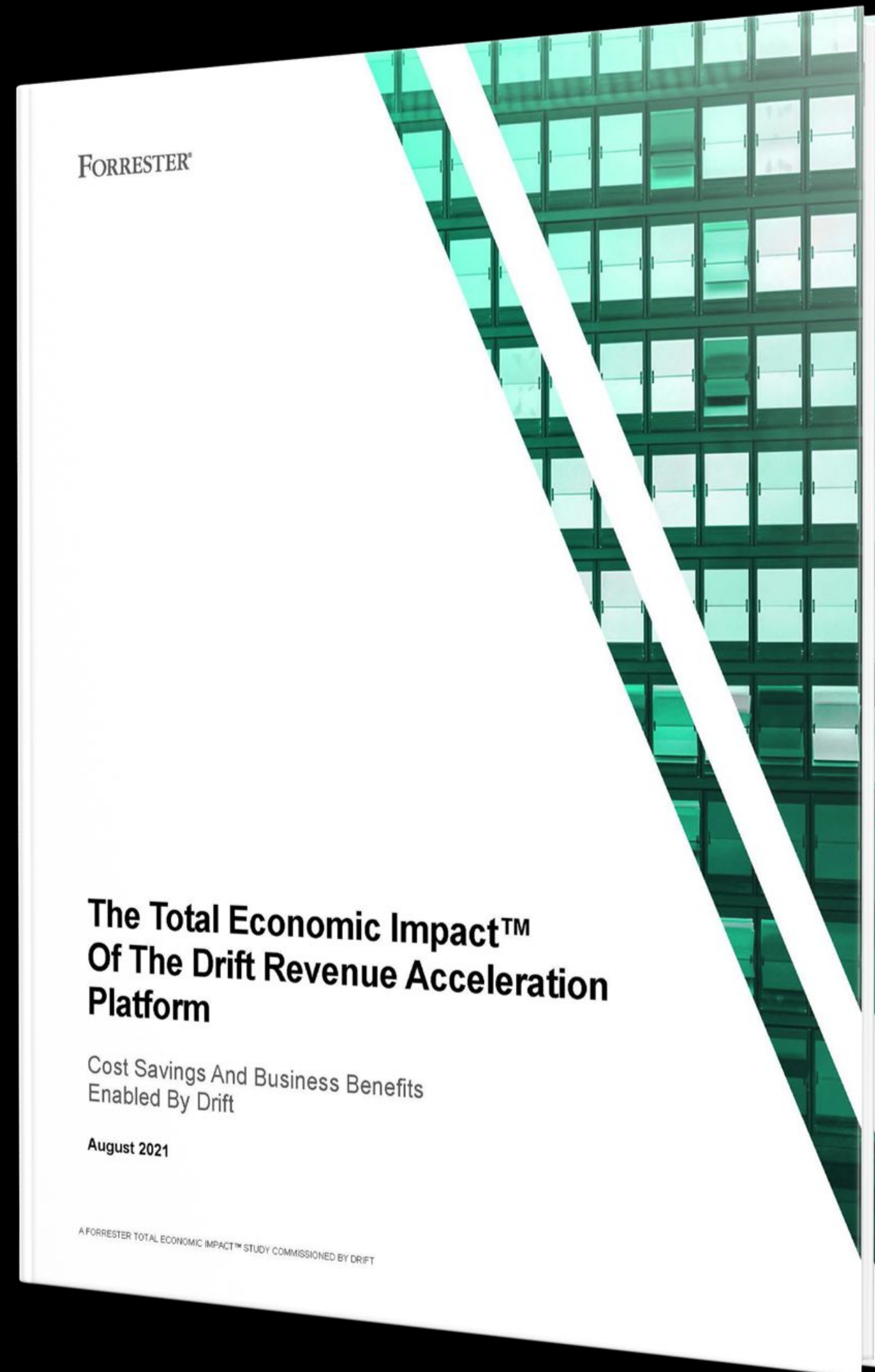


02

The Financial Impact of AI Technology

A Pipeline Goldmine

The Total Economic Impact™



“This study is a celebration of our customers’ success and showcases Drift’s ability to transform how businesses buy from businesses.”

-David Cancel, co-founder and CEO of Drift

Let's Talk Numbers

Quantified AI Benefits

670%
ROI

- Brand equity
- Hardened business continuity
- Scalability
- Sales rep satisfaction

Conversation Lead and Pipeline Conversion Rates

Answer questions in
real time

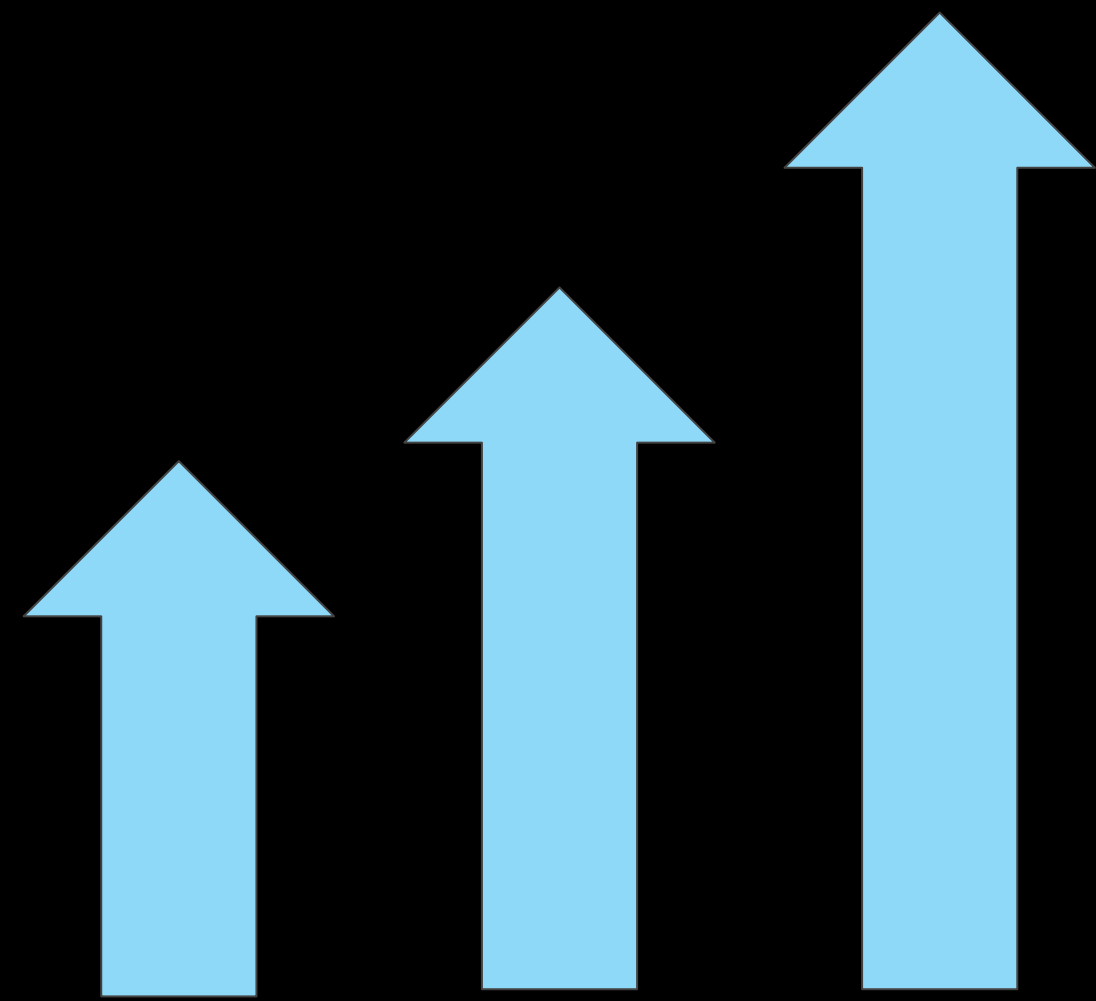


**Increased by
up to 100%**

Capture prospects in
the moment

Improve quality of leads using
intelligent targeting and routing

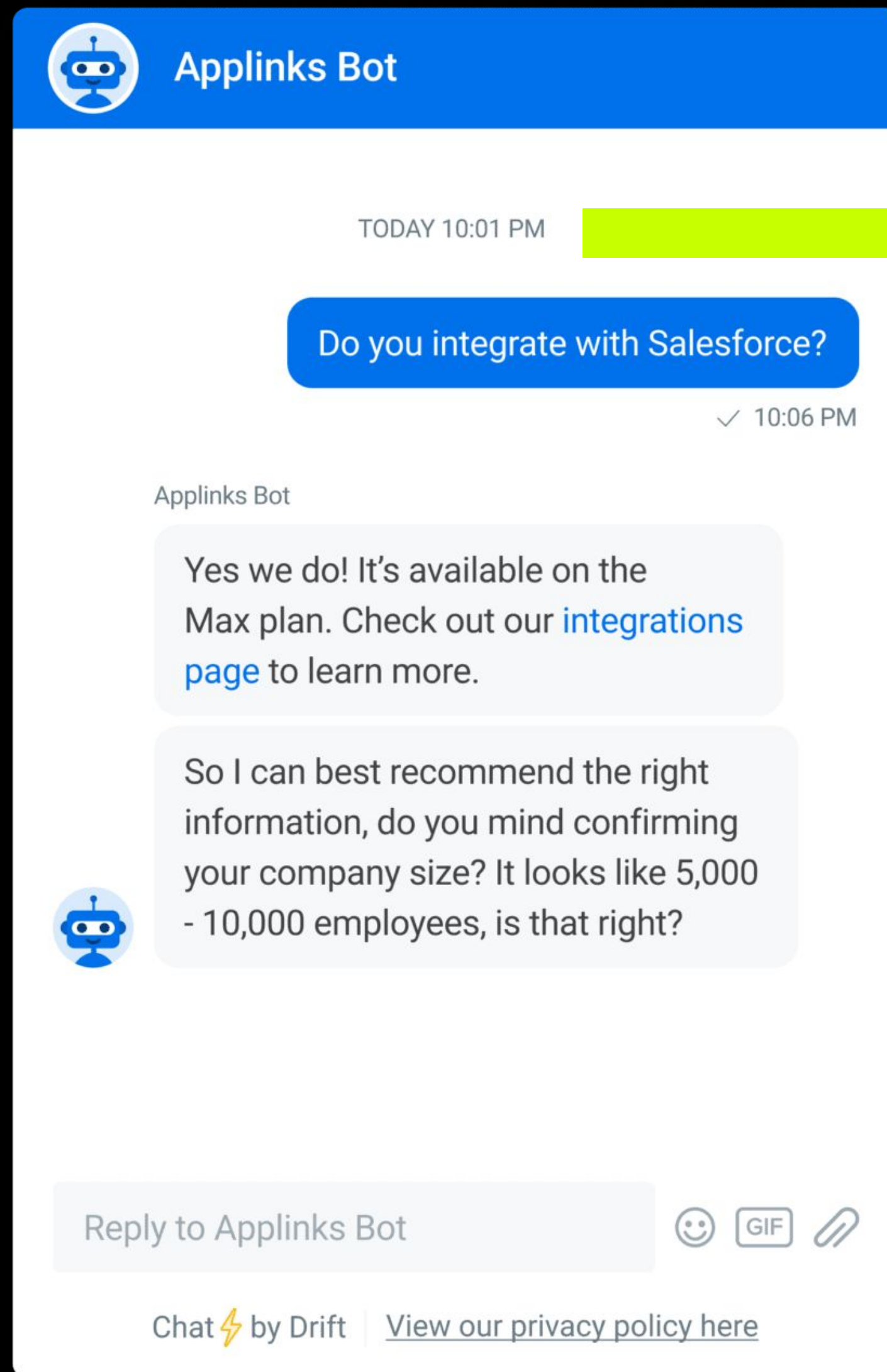
Annual Recurring Revenue (ARR)



- Increased cross-sell and upsell
- Improved ARR by up to

17.5%

Sales Efficiency



Converse and
schedule meetings
with prospects during
non-working hours



**Increased sales
efficiency up by 50%**

Deflect unqualified prospects and
non-sales-related inquiries away
from sales reps

Costs To Consider

Benefits (Three-Year)

Improved new
pipeline and revenue

\$8.9M

Increased cross-sell
and upsell

\$910.2K

Increased sales
representative
efficiency

\$1.5M

03

The Future of Marketing & Sales AI

So What's Next?

A woman with curly hair and glasses is smiling while working on a laptop in an office. She is wearing a blue button-down shirt. In the foreground, there is a red polka-dot coffee cup, a silver water bottle, and a black water bottle. A small potted plant is also visible. The background shows other office desks and a white shelving unit.

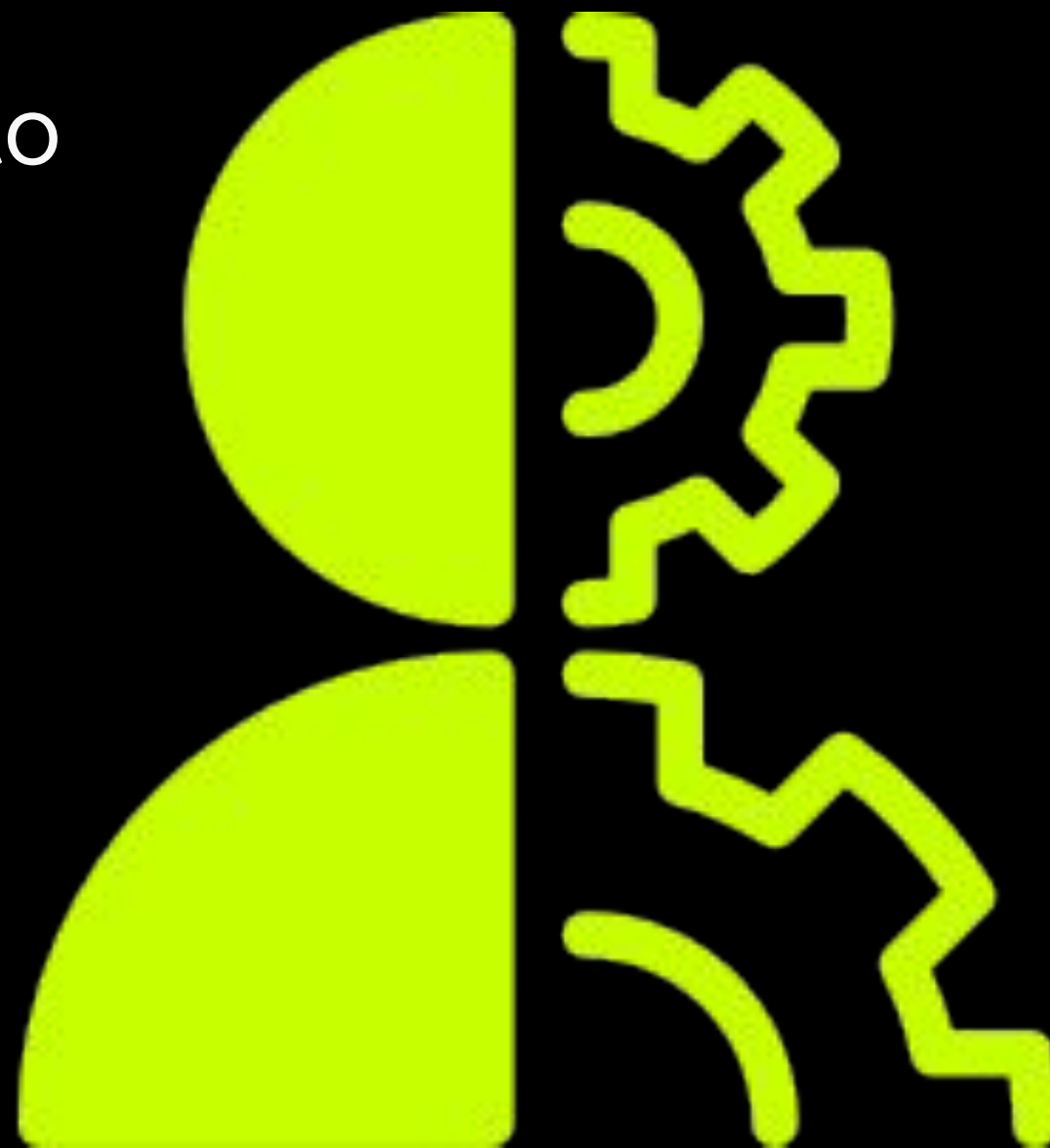
The ability to connect with buyers through chatbots, virtual agents, and live chat will continue to grow in importance as B2B buyers embrace digital channels

What this means for marketers...

Let the customer drive

Buyers and customers **trust** AI bots to help them

Your team has more time to **build relationships**



Surface **trending topics** and **themes** across conversations

Spend more time on high-intent **conversations**

What this means for sellers...

Automate the sales process

Enhance productivity by
automating where possible

Forecast both **internally** and
externally



Prioritize leads based on scores the
AI has given them

Your team has **support** 24/7

Takeaways

- From improving buyer experience to driving pipeline, AI has changed the game for marketing and sales teams
- The financial impact of AI technology is incredible 💰
- AI will only continue to grow in importance as we advance further digitally



The Total Economic Impact™ of Drift

Download the free report now 

<https://www.drift.com/insider/learn/books-reports/forrester-te-i-report/>

Thank you!