

ADOBE EXPERIENCES A 3X INCREASE IN VISITOR-TO-LEAD CONVERSION RATES



Adobe

3X

increase in conversions

STRONGER

web experience for visitors

FAST

and seamless implementation

THE CHALLENGE

ADOBE LEVERAGES ITS WEBSITE TO PROMOTE THE BRAND AND DRIVE DEMAND

Adobe revolutionizes how the world engages with ideas and information. Adobe's award-winning software and technologies have set the standard for communication and collaboration for more than 25 years, bringing vital and engaging experiences to people across media and to every screen in their lives, at work and at play.

The impact of Adobe® software is evident almost everywhere you look. Businesses use Adobe software and technologies to turn digital interactions into richer, high-value experiences that reach across computing platforms and devices to engage people anywhere, anytime. With a reputation for excellence and a portfolio of many of the most respected and recognizable software brands, Adobe is one of the world's largest and most diversified software companies.

THE SOLUTION

INTEGRATE THE DEMANDBASE LIVE CHAT SOLUTION INTO ADOBE'S EXISTING LIVEPERSON CHAT SOLUTION

Demandbase Live Chat identifies the company a visitor is coming from in real time, and delivers critical firmographic data such as company size, industry and location to Adobe chat reps. With this additional insight into its website traffic, Adobe was able to identify qualified enterprise visitors and proactively offer a more productive chat session.

With just a few clicks, Adobe plugged the Demandbase solution into the LivePerson prioritization engine. Because the implementation was fast and seamless, the Adobe chat team kept its time and resources focused on engaging the right visitors at the right time, leading to an increased quality of chats, and a dramatic increase in the conversion of visitors to leads.

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“Demandbase provides key information and context that is essential to making solid decisions about where to focus time and energy. Additionally, it helps connect customers with the agents who are best suited to answer their questions, which provides a better web experience for the customer.”

Ryohei Asao
Web Marketing
Adobe

“

Knowing what company you are about to chat with is incredibly powerful from an engagement perspective. When you have more context, you can steer the conversation in a direction that leads to a larger opportunity.”

Thomas Gadd
Account Development
Adobe

THE RESULTS

Demandbase Live Chat automatically appends valuable account-level data to each LivePerson chat session so that Adobe reps can focus on having the right conversation with the right visitors. Additionally, because Adobe knows the company and key attributes of the person they are engaging with, chat agents have greater visitor context, which results in more effective conversations and ultimately drives a strong web experience for the visitor. Armed with this new capability, chat-to-qualified lead conversions increased an impressive 200% since implementing the combined Demandbase and LivePerson Chat Solution.

The image displays a collage of screenshots illustrating the integration of Demandbase and LivePerson. The top screenshot shows a Demandbase website with a chat prompt: "Adobe Enterprise Specialist: Welcome to Adobe! I can help evaluate your organization's needs and identify the appropriate solution. Click here for a live text chat with an Adobe Enterprise Specialist. CHAT NOW No Thanks". The middle screenshot shows a LivePerson chat interface with a table of visitors and a detailed profile for a visitor with ID 69.38.209.30. The bottom screenshot shows a Demandbase website for financial services with a chat prompt and various content blocks.

Company Name	Industry	State	TSP	Operator	Current Page
69.38.209.30	Demandbase	Software & Technology	In Site	Towerstream I	http://www.d
222.190.113.170	Microsoft	Software & Technology	In Site	Verizon Business	http://microso
221.18.38.117	Softbank	Financial Services	In Site	Verizon Business	http://www.d
220.228.147.22	Reliance Communications	Telecom	In Site	Verizon Business	http://www.d
63.135.160.189			In Site	Broad River Co...	http://ec2-1
add-209-233-21-204...			Out of Site	SBC Internet S...	https://www

Name: 69.38.209.30	
Info Navigation Page Viewer	
company_name	Demandbase
marketing_alias	Demandbase
company_size	\$5M - \$10M
employee_count	25
industry	Software & Technology
city	SAN FRANCISCO
state	CA
primary_sic	7372
demandbase_sid	3415304