



Top 5 Learnings:

Driving 4x Conversions

with AI

Presented by Lift AI with:

DRIFT PointClickCare®



Contributors



JARED FULLER
DRIFT

Drift is the Revenue Acceleration Platform that uses Conversational Marketing and Conversational Sales to help more than 50,000 companies grow revenue and increase customer lifetime value faster.

\$102 Billion

US digital marketing spend focused on driving website visitors.



JOHN WALKER
PointClickCare

With a suite of fully-integrated applications powered by cloud-based healthcare software, PointClickCare leads the way in helping care providers connect, collaborate, and share data within their network.

Over 80%

Of companies use website conversations to drive sales.



LISE REDDICK
LIFT AI

Lift AI is a buyer intent solution that uses AI to turn anonymous website visitors into revenue. It leverages over 1 billion data points to reveal your most valuable visitors in real-time, ready for conversion through chat.

\$42 Billion

USD spent on live agents per year to engage with website visitors.

Contents

The goal of this executive summary is to share information so you can make better decisions as a marketer, as a salesperson, or as an owner-operator of a website. We will share how PointClickCare was able to leverage AI and machine learning to identify the intent of unique website visitors and deliver customized messaging that engages, builds a relationship, and ultimately resulted in 4x conversions.

We will cover the following topics:

- 01.** PointClickCare's Goals and Challenges
- 02.** Top 5 Learnings from Implementing Drift + Lift AI
- 03.** Results and ROI

PointClickCare

Goals & Challenges

PointClickCare is the leading cloud-based healthcare software provider to North America's long-term post-acute care (LTPAC) and senior care industry. More than 21,000 skilled nursing facilities, senior living communities, and home health agencies rely on them every day to build innovative solutions that transform the way care is delivered.

Goals

- 01. Anonymous Website Traffic**

Many of their website visitors were new to the site and browsing anonymously. This is a growing challenge for marketers, as consumers increasingly value privacy and opt-out of sharing data. This makes it hard to understand their purchase intent, preferences, or even what they're looking for on the site
- 02. Lack of Clear Metric Goals**

Like many marketers entering the world of conversational marketing, they weren't sure which metrics they should be keeping track of or what benchmarks to use. Without knowing how many of their visitors currently had a high purchase intent, it was difficult to set clear conversion rate goals.
- 03. Existing Customers Visiting Site**

Because PointClickCare didn't have a proper chat solution in place, existing customers would often visit the site in search of support and fill out forms, causing them to be mistaken for leads and routed to Sales.
- 04. Prioritizing Sales Chats and Deflecting Support**

Salespeople were quickly becoming disengaged with leads from the website because of support requests frequently slipping through. PointClickCare needed a way to ensure only potential buyers were routed to sales, and customers could get support quickly through other means.

PointClickCare

Goals & Challenges

PointClickCare tried using other chat solutions in the past to begin their conversational marketing journey, but they quickly realized an insufficient chat offering was doing more harm than good. These solutions were either too manual or too automated. Without a robust solution that could integrate automation, artificial intelligence, and human touch, the visitor experience with the chatbot was subpar. They weren't able to identify high-opportunity leads and route them to sales quickly, either.

Goals

- 01. Drive more high-quality leads to Sales**
- 02. Enable personalization with highly anonymous traffic**

With this in mind, PointClickCare was ready to get serious about their approach to conversational marketing. They implemented Drift's advanced AI Chatbot and integrated Lift AI to help identify patterns and understand the intent of anonymous website visitors. They also hired an inbound lead specialist to interact with sales-ready leads and developed optimized playbooks to feed the sales funnel.

This multi-pronged approach may sound like it would take a lot of trial and error, but by working closely with Drift and Lift AI, PointClickCare saw significant ROI within the first 90 days.



Top Five

Learnings

01.

Focus on Intent

Given that **98% of website traffic is anonymous**, you need to focus on the intent of the visitor, rather than relying on any personal identifying information. One of the pillars of conversational marketing is understanding who you're targeting and delivering a personalized experience based on that information.

But what happens when the “who” is anonymous? Asking a generic question like, “How can I help?” is generally not specific enough to engage visitors. You can **set up different chatbot workflows for different website pages**, but that still **may not be targeted enough** to speak to all of the different reasons people visit your site.

For B2B companies, your website is your storefront. When you're just browsing in a store and a sales associate is asking, “Do you need any help?” it can be somewhat irritating. However, if you've been going back and forth between two products and considering which to purchase, it can be a relief when that sales associate notices and offers their expert opinion. It's the same with your website. **Trying to engage visitors with a message that doesn't match their intent will not move the needle in a significant way.**

In fact, Lift AI has observed that in the absence of a quality conversational marketing solution, many people with high sales intent will actually go to support pages, since they think that's the only way they'll be able to reach a real person.

This begs the question: How can you identify whether someone is there to learn more about the product, prepare for a job interview, or consider making a purchase?

02.

Only AI and Machine

Learning Can Identify Intent

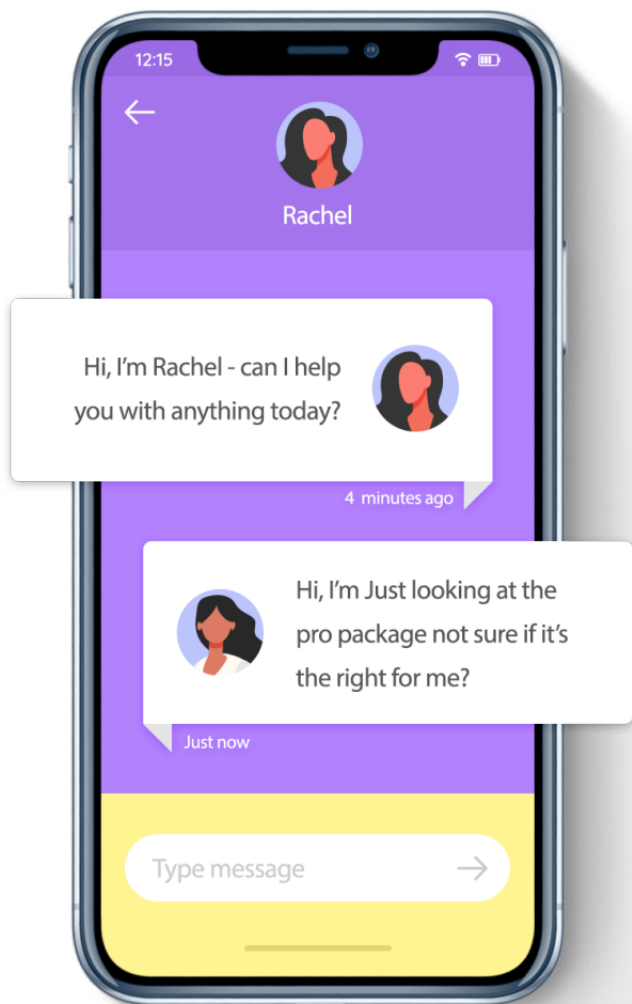
As a marketer, designing the ideal experience for an unpredictable scenario is a huge challenge. **PointClickCare partnered with Lift AI** to use artificial intelligence (AI) and machine learning to **identify the intent of anonymous website visitors**... From there, visitors can be targeted with messaging that aligns with where they are in the buyer's journey (if they intend to buy at all).

Lift AI has identified that **most brands are only targeting up to 20% of their visitors** by using a page-based conversational marketing approach. By using AI, you can not only identify the intent of visitors, but take it a step further to segment them by their buying intent. This enables you to further refine the engagement strategy and **decide who can be routed to a bot versus a live agent** and what kind of messaging to reach out to them with.

Lift AI was able to identify that 14% of PointClickCare's website visitors had **high buying intent**, compared to the average of 9% they see with most websites. This meant they were **missing out on a lot of potential MQLs**, meetings booked and ultimately revenue.

03.

Chat is the Best Channel to Engage Prospects



When executed correctly, chat is an ideal channel to engage with prospects and website visitors. The best time to engage prospects is when they are already on your site. Reaching them when they're not thinking about you by retargeting with ads or emails is not only dependent on non-anonymous traffic, it's also not as effective. When someone is on your website, you already have their attention. They have come to your website for a reason.

As a marketer, your challenge is to uncover that reason and address it. AI-integrated chat is one of the best ways to do so, because you can reach them immediately with a highly-targeted message. From there, you can use the Conversational Framework to create a relationship and drive results.

04.

Employ a Conversational Framework

The Conversational Framework has three elements: Engage, Understand, and Recommend. These elements work together to catch the attention of website visitors and ultimately convert them into leads.

Engage

In the context of chatbots, this is the first message you send to the website visitor. You can think of it as similar to an email subject line. Email subject lines can make or break open rates, right? The first message you send to a website visitor needs to speak to their intent, or it will be ignored.

Understand

Based on the response to the first message, you can begin to understand more about the problem that led them to the website.

Recommend

Once you have engaged the visitor and understand their needs, you can recommend a solution. This is really where marketing comes into play. Maybe you can send them an eBook with more information on the topic at hand. Or perhaps there's an upcoming webinar or event they should register for. Or maybe they need to be routed to an agent.

The ability to follow this framework is what makes for a successful chatbot implementation that generates significant ROI. By following these steps, a chatbot can create an experience that is timely, relevant, and feels personal to the visitor.

05. Drive Alignment with Value Based Journeys

The final step in PointClickCare's successful chatbot implementation was to create value-based customer journeys that align marketing, lead nurturing, and technical capabilities to deliver messaging that is as seamless as it is customized.

By integrating Drift and Lift AI, they are able to follow prospects through their buying journey as it progresses. Continuing to offer the same messaging won't move the needle any further. Lift AI is able to update its intelligence in real-time to ensure outreach is always timely. For instance, if a visitor downloads an eBook during their first visit to the site, their intent scoring should be higher.

The most amazing thing about AI and machine learning is that the technology gets "smarter" over time. It can better recognize a website visitor with a higher likelihood of conversion and target them with more bottom of the funnel content.

Results

and ROI

By implementing Drift and Lift AI together as part of a well-rounded conversational marketing strategy, PointClickCare was able to generate a significant ROI and they continue to see better results each month as they work closely with their partners on an ongoing basis to improve their strategy.

Given the initial goal of delivering \$100k in new ARR, this was a substantial win!

- **4X HIGHER CONVERSION RATES**
- **>\$1 MILLION IN INCREMENTAL REVENUE**



Get Started

If you're ready to start improving your website experience, delivering more high-quality leads to sales, and generating more results from your marketing efforts, [contact us today or set up your very own free trial.](#)

GET YOUR FREE TRIAL

