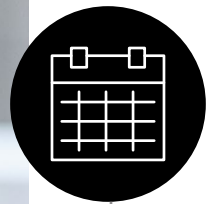


MARKETING AUTOMATION

# 3 ways to double conversions from hand-raiser to meetings booked

Expedite your speed-to-lead process with a joint solution from Adobe and Chili Piper





# Executive Summary

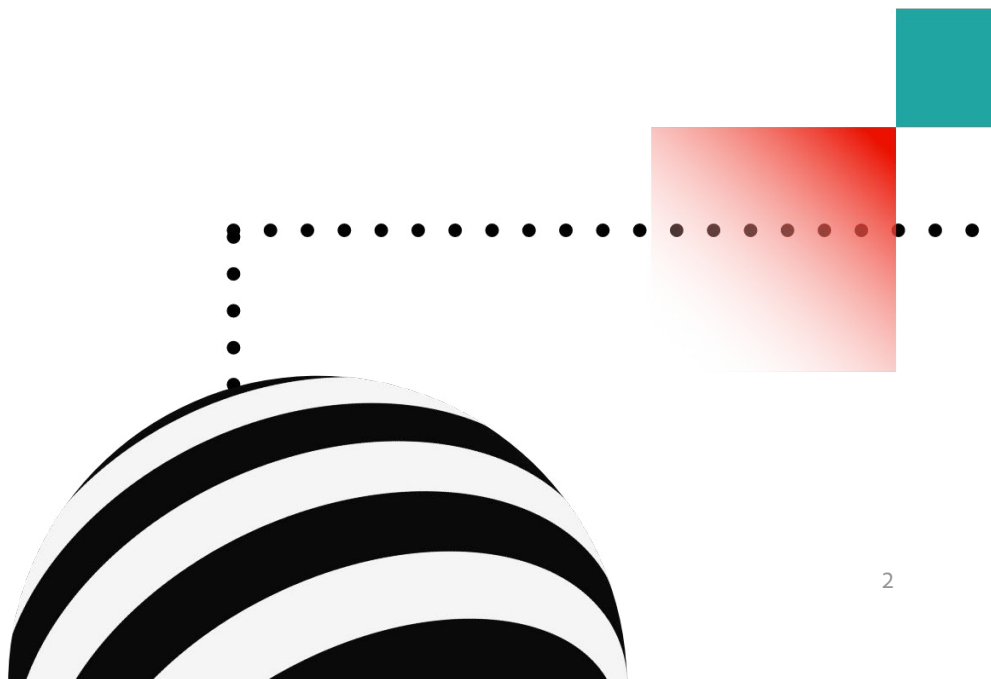
**An explosion in digital sales over the past several years and the need to do more with less provide a unique opportunity to optimize inbound sales operations and bring it more in line with the organization's digital transformation strategies..**

As a marketer, you need to meet these challenges by bringing transformation to inbound sales and use automation technologies to accelerate your speed-to-lead process.

As prospects that are ready to buy visit your site, it's critical that you efficiently turn demand into sales opportunities to maximize results.

Your solution needs to make sure that lead intake, qualification, routing and scheduling all happen within seconds of a prospect hitting "submit" on your contact/request demo form.

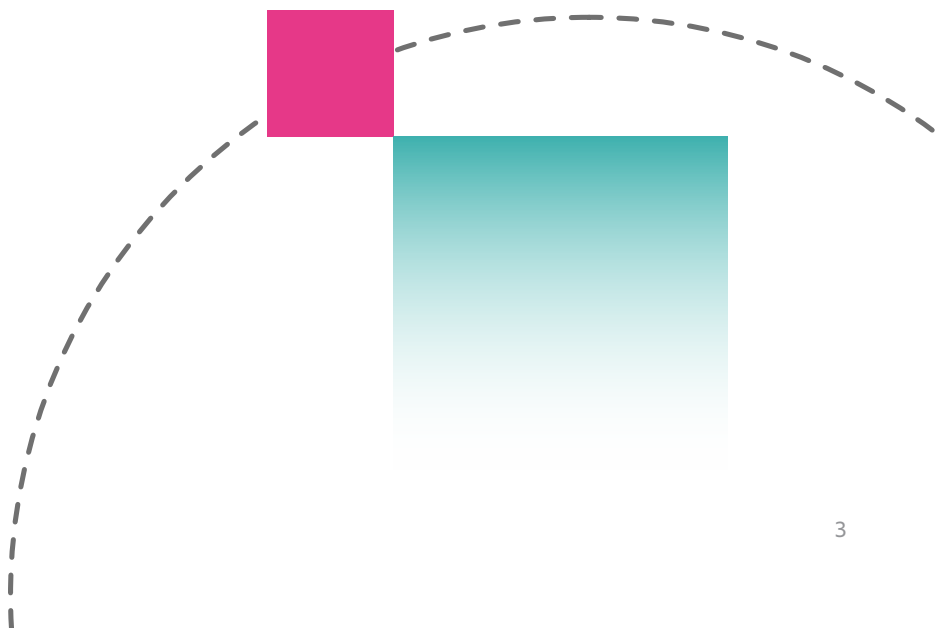
**Are you ready?**





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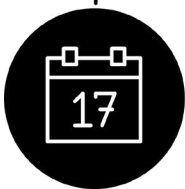
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# Transformation for Inbound Sales

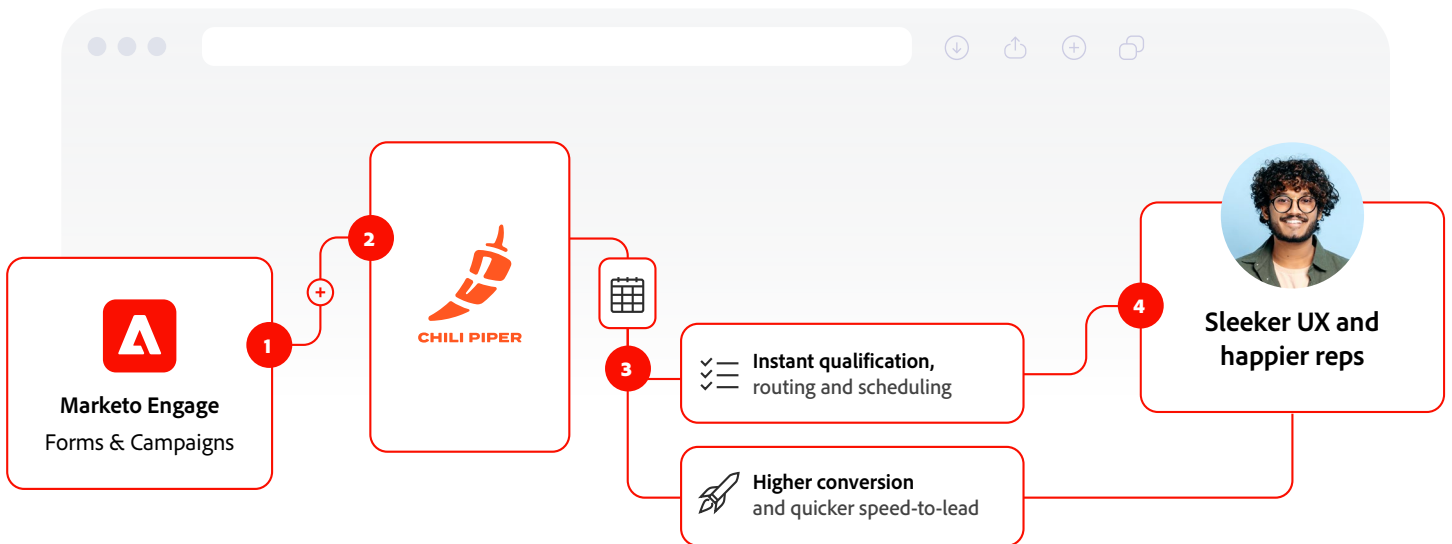
Increased sales volume, high buyer expectations and the need to accelerate the buying process are putting pressure on inbound sales teams to step up. However, a growing divide between sales and marketing is creating a bottleneck in the sales funnel. It's clear that organizations need to bring transformation to their inbound sales. A solution that allows you to process the increasing volume of incoming leads quickly and accurately can improve your speed-to-lead process.

But not all inbound conversion solutions are created equal. Your solution needs to make the buying experience as fast and as easy as possible. There's simply not enough time in the day for more manual processes that cost time and often, leads.



# Adobe Marketo Engage + Chili Piper Form Concierge

Adobe and Chili Piper have teamed up to provide a fully-integrated, fully-automated inbound conversion solution that allows you to give your prospects the white glove treatment without adding overhead or additional tasks for your sales team.



1. Prospect submits to a Marketo Form and information is sent to Marketo Engage
2. Chili Piper listens for Marketo Form submission event, validates lead/contact in CRM
3. Chili Piper displays calendar availability of correct rep or group and prospect selects and books meeting
4. Chili Piper sends calendar invite to prospect from sales rep and updates CRM with event and lead/contact information

# Chili Piper Form Concierge Key Features

Chili Piper Form Concierge is an online scheduler that easily integrates with any existing web form. Once the form is submitted, Form Concierge qualifies the lead, routes it to the correct sales rep and displays a calendar for the prospect to book a time—all in a matter of seconds.



## Real-time lead qualification

Say goodbye to manually qualifying leads. Use the information collected through a webform and in your CRM to instantly qualify and distribute inbound meetings.



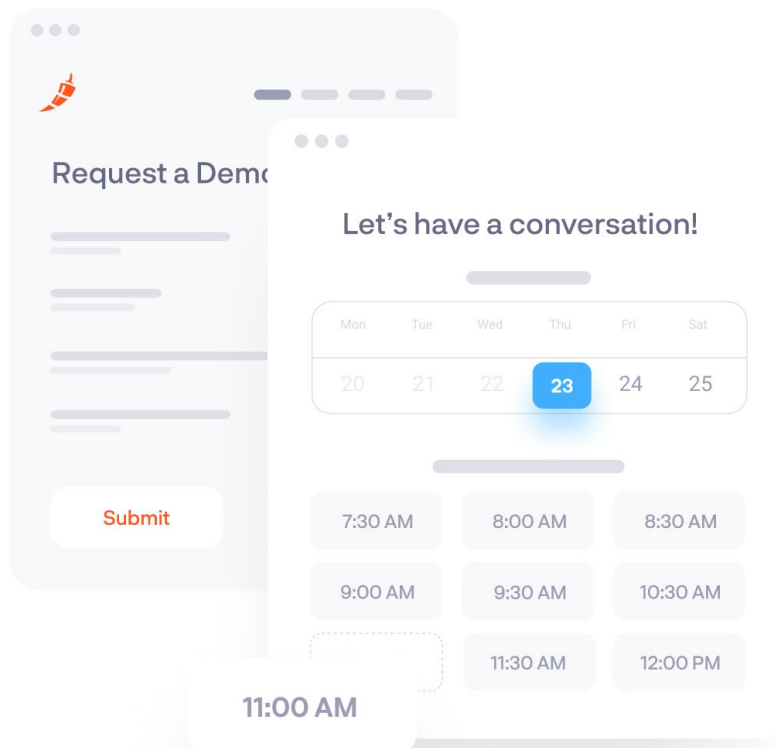
## Web form scheduling

Automatically book demo requests and consultations on the spot. Connect with any web form to convert leads into meetings the moment they submit a form.



## Advanced meeting routing

Build intelligent routing rules that automatically assign leads to the correct rep based on a combination of fields—including territory, company size, account ownership and more.



# Adobe Marketo Engage Key Features

Adobe Marketo Engage gives you the complete tool kit to deliver winning lead-based and account-based marketing—from acquisition to advocacy. Our experience automation capabilities automate the entire sales funnel from nurture to post sales engagements.



## Customer 360

Maintain lead profiles and engagement history to deeply understand audiences, their behavior and their intent. Integrate marketing data with CRM and other business systems.



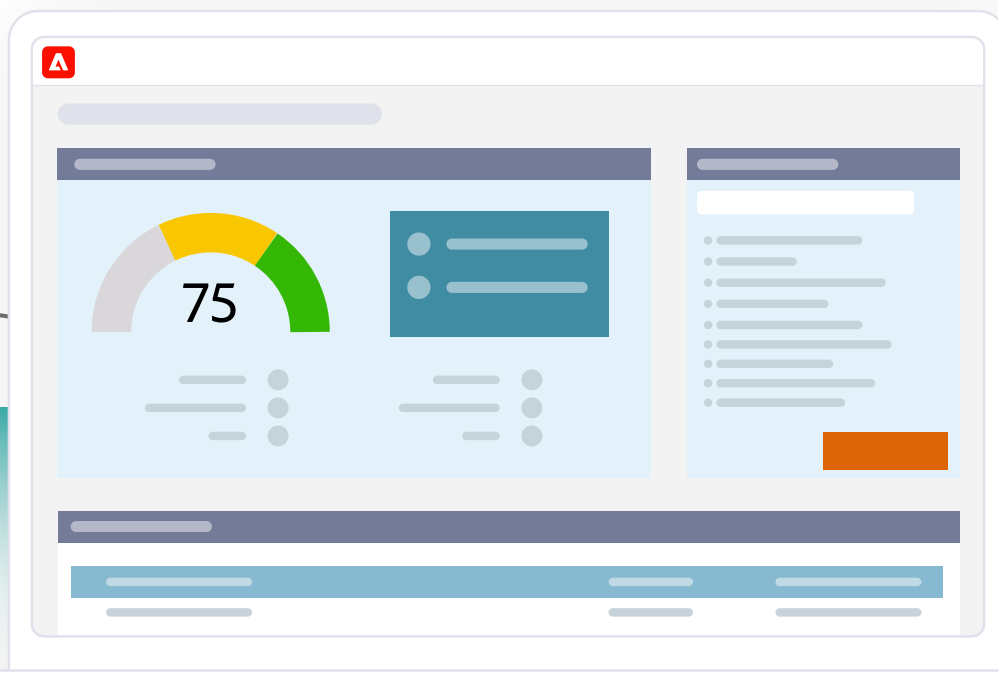
## Content personalization

Select and deliver the right content to the right person at the right time. This dynamic 1:1 content personalization is powered by Adobe Sensei, the company's AI/ML engine.



## Cross-channel engagement

Orchestrate powerful experiences across a broad range of channels, including web, email, social, social, ads, events and webinars. An easy-to-use, drag and drop interface makes cross-channel engagement fast and scalable.



Now let's break down the three best practices for using Chili Piper Form Concierge and Adobe Marketo Engage to double inbound conversions from hand-raiser to meetings booked and expedite your speed-to-lead process.

## Tip #1: Automatically Qualify Leads

The hardest part of the lead conversion process is qualifying inbound leads. Who is this person? What is their intent? Where are they in the purchasing process? Manually qualifying leads takes time that the customer doesn't have and resources that you must take away from the rest of the sales operations.

In a world where the average response time for B2B sales teams is 42 hours and 79 percent of marketing leads never convert into sales, you cannot afford to keep using the same sales tools and solutions that were built for another reality. The technology gap is no secret. In Demand Spring's 2022 survey, 40 percent cited technology as the top barrier to driving pipeline and revenue.

Meanwhile, organizations are pouring budget and resources into lead acquisition. According to Deloitte Digital, for every \$100 spent on customer acquisition, only \$1 is spent on conversion. This technology automation gap between sales and marketing is creating a disconnect between the number of MQLs and SQLs coming into your organization. While organizations continue to invest in targeted marketing campaigns to drive traffic to their sites, senior leadership expects greater ROI than the low conversion rates they are actually achieving.

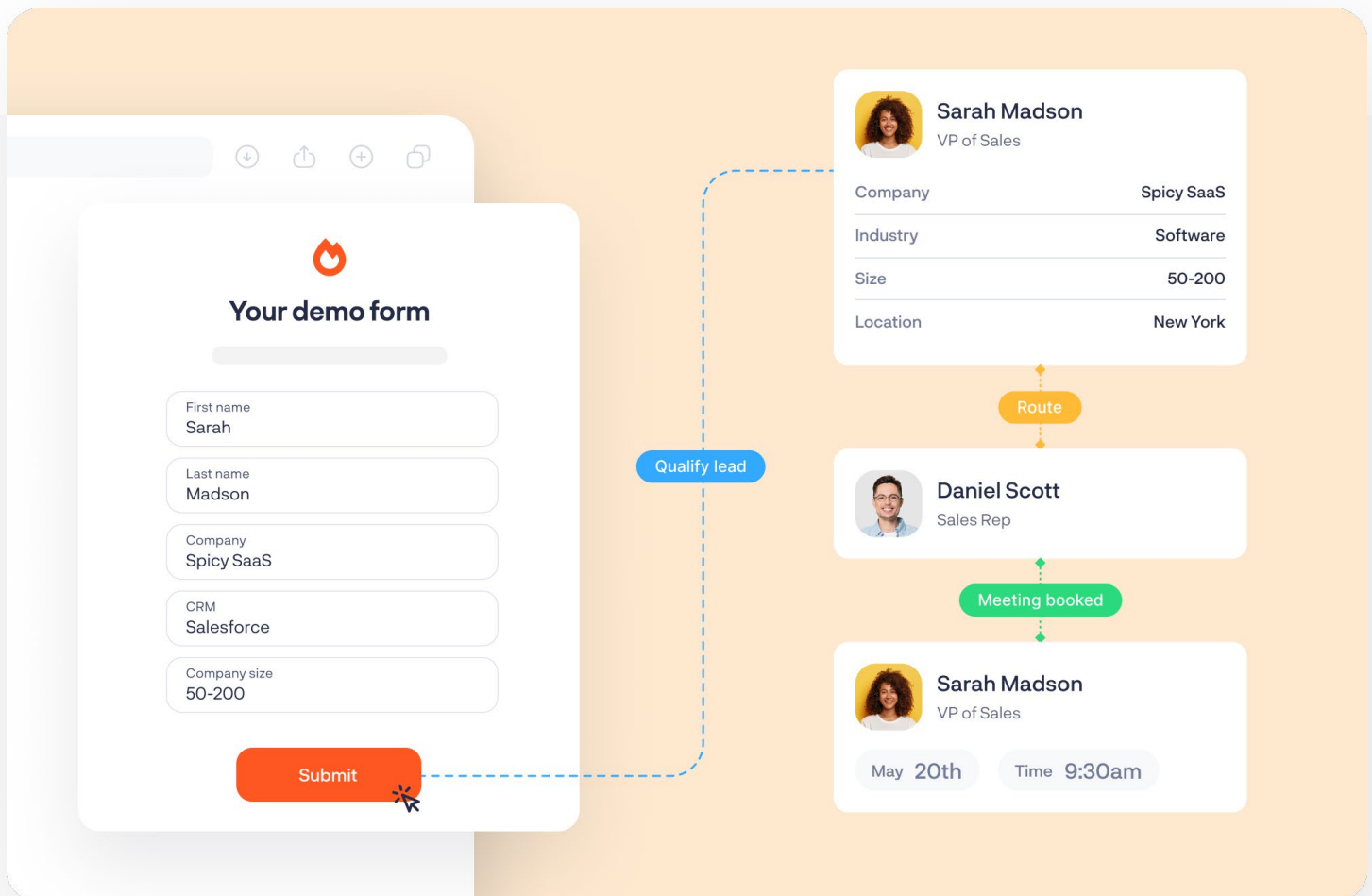
The inefficient inbound sales process also produces too many unqualified leads. Failure to properly qualify prospects at the top of the funnel often results in a lot of wasted time and effort. Your prospects might even fail to show up to scheduled meetings because they weren't reminded or they've moved on to a competitor in the meantime. Attempts to follow up via phone or email are labor intensive and, more often than not, ignored.



# Automating lead qualification solves many of these problems.

It does this by centralizing everything you know about the prospect from first-, second- and third- party sources. This includes information they've provided in the web form, whether you've interacted with the lead before and other persona information that helps elevate the right leads and de-escalate obvious dead ends. Automating this process ensures your sales team doesn't need to chase down leads to manually qualify them, putting that time back on generating new business. This takes days out of sales cycles at the top of the funnel, making your team more efficient while improving the buying experience.

Once they are qualified, it's important to route them to the most appropriate sales rep and book a meeting before they leave your page.





## How Gong automatically qualifies new leads and improved their conversions by 70%

### CHALLENGE

Software as a Service (SaaS) provider Gong needed to increase the number and quality of demo requests, but its existing workflow was too long and complex—making it difficult to know which leads the sales team should spend its resources further qualifying.

### SOLUTION

Gong used Adobe Marketo Engage to consolidate its sign-up form to a single field, using third-party data to compile and enrich other pertinent data points. It then added Chili Piper Form Concierge to automate the qualification, routing and scheduling of inbound leads right at the form level, causing higher quality leads to be passed over to sales and an accelerated sales pipeline.

### RESULTS

70%

Increased demo request form conversions by 70%

5X

Increased the number of demo requests 5x



Enabled a frictionless buyer experience



Put best-fit prospects on a fast track to becoming raving fans



## Tip #2: Automatically Book Meeting

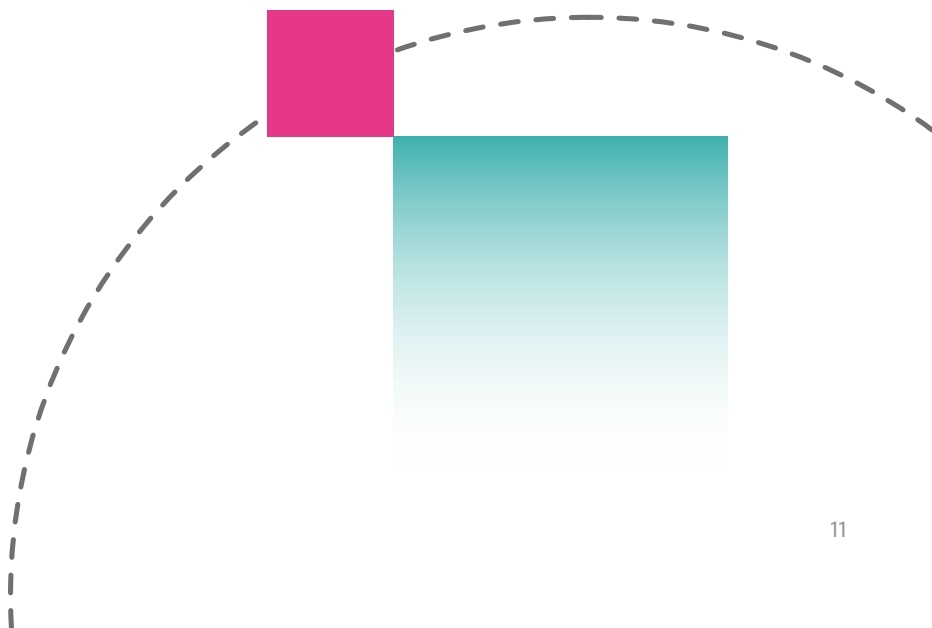
Today's buyers have high expectations about how they want to be engaged by vendors. They're used to Netflix- and Amazon- like experiences, and they want to make purchases instantly while their intent is at its highest. Buyers are also more educated than ever through community groups and review sites. When they come to your site ready to purchase, you should roll out the red carpet and make it as easy as possible to do business with you through seamless onboarding, frictionless product usage and an efficient buying process.

**But, at the same time, the tech landscape has grown more crowded than ever before.**

Every solution is fighting for attention with targeted ads, personalized content, social media and sales pitches. The faster you reach out to an interested buyer and capture their attention, the more likely they are to pick your software. In fact, 78% of deals go to the vendor that responds first. That's why you need to have a frictionless buyer experience—one that starts when a prospect submits the form on your website.

**The fight to grab a lead's attention starts the moment they signify they are interested in your product.**

Once they are qualified, it's important to route them to the most appropriate sales rep and book a meeting before they leave the page. Giving leads the power to dictate engagement on their terms immediately gives them confidence in your products or services and provides evidence that you won't be wasting their time—not now or in the future should they decide to become a customer.





## How Workato instantly schedules its inbound leads and increased conversions to 75%

### CHALLENGE

Inbound leads are one of Workato's biggest revenue-driving channels. While its conversion rate was decent at around 40-55%, the company's leadership knew it needed to optimize every revenue opportunity in order to remain competitive.

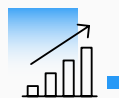
### SOLUTION

Workato implemented Chili Piper and Adobe Marketo Engage to implement a new automatic scheduling tool on the organization's inbound leads intake form. When prospects fill out Workato's demo form, lead information is sent to Adobe Marketo Engage and they are prompted with a calendar to book their own call on the spot. This allows the prospect to take the next step in the buying process immediately and prevents them from getting cold called or emailed at a later time. Workato also uses Chili Piper to set up routing rules based on zip codes, automatically connecting prospects to the sales rep that owns that geographic territory.

### RESULTS

A graphic showing the number 50% in a bold, black font, with a teal square to its right and a dashed teal line extending from the top left corner.

Increased the number of booked demos by 50%



Improved show rates, leading to more opportunities and new business



Increased conversion rate from 40-55% to 75-80%

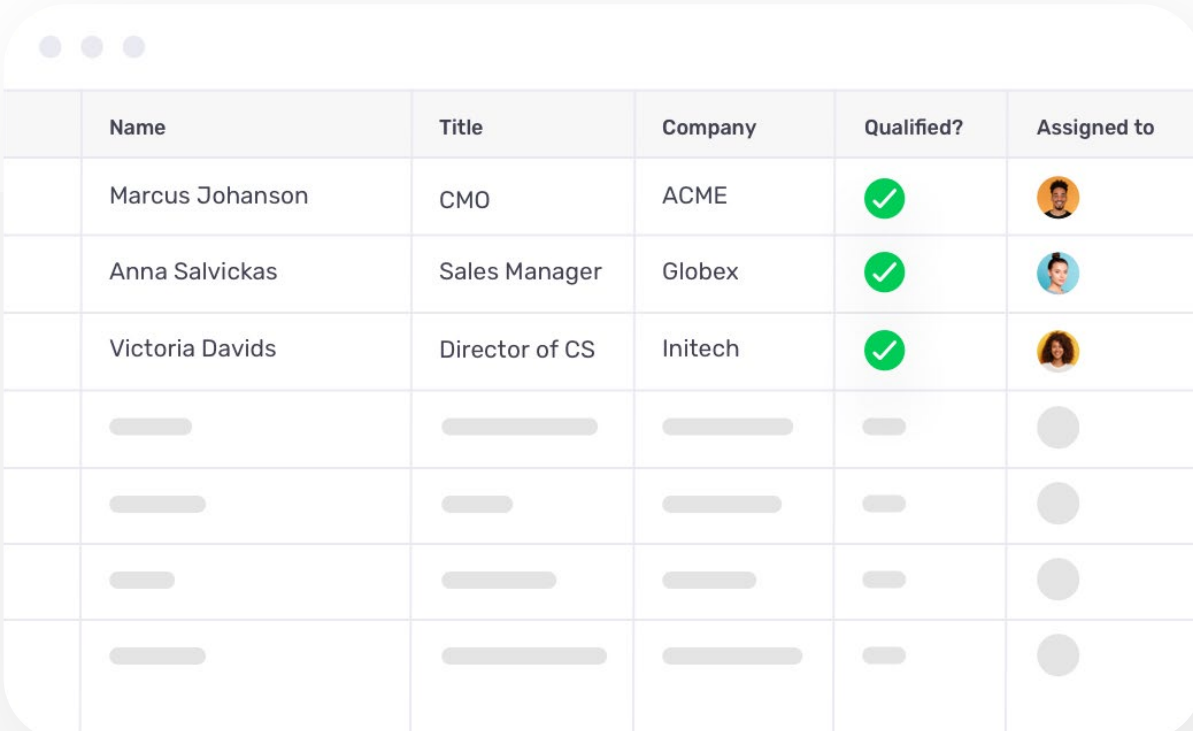
## Tip #3: Automatically Manage the Back-End








Powering this automation is data. You need to centralize all customer information in a single location and create a true customer 360 view. This data needs to be automatically synched between your CRM, marketing automation platform, customer success team, billing and other business systems in a way that minimizes manual configuration requirements.

### The problem centers around technology. Or lack thereof.

Organizations continue to use manual processes and spreadsheets to track and route inbound leads leading to a “leaky funnel.” It can take hours and potentially days for a lead to be manually assigned to an XDR, AE, CSM or other sales representative. By that time, your prospects lose interest and most likely go to your competitor.

For this reason, it’s important to remember that automation shouldn’t increase backend complexity nor inhibit scalability. As routing rules and API connections grow in volume, your IT teams need to make sure the increasing tech debt doesn’t become a liability. Broken links and unreliable configurations lead to failed conversions, poor experiences and, ultimately, lost leads. You should be able to easily create, apply and edit routing rules to be more flexible in how leads are assigned—ensuring customers get booked with the most appropriate resource at every stage of the funnel.



Name	Title	Company	Qualified?	Assigned to
Marcus Johanson	CMO	ACME	<input checked="" type="checkbox"/>	
Anna Salvickas	Sales Manager	Globex	<input checked="" type="checkbox"/>	
Victoria Davids	Director of CS	Initech	<input checked="" type="checkbox"/>	
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# How SwagUp uses Chili Piper to manage its back end and routing assignments

## CHALLENGE

SwagUp, a high growth startup, needed an API-first platform that creates, automates and distributes swag to a growing customer base, but backend complexity caused by manual processes were preventing the team from scaling efficiently. Every time a new customer came on board, a developer was needed to manually on-board them.

## SOLUTION

SwagUp completely rethought their on-boarding process using automation to make changes to its backend lead routing systems. Now, the sales team can simply on-board a new customer without engineering assistance—accelerating the process while improving the buying experience.

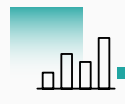
## RESULTS



On-boarding process shortened from 72 hours to two minutes



Sales management has greater control over the buying experience, allowing them to experiment and make changes on the fly



The SwagUp platform can scale faster with less technical debt



Developers are able to focus exclusively on the SwagUp platform instead of ad-hoc requests



# Adobe + Chili Piper Bring Transformation to Inbound Sales

Instantly double your inbound pipeline with Form Concierge and Adobe Marketo Engage.



## Instantly turn prospects into leads

Convert queries into SQLs and book demos in seconds—all before speaking with a rep. Qualify leads, book demos and update your lead data automatically 24/7/365, so you never miss a sales opportunity, day or night. We also help you identify and remove disqualified prospects at the beginning of the funnel, ensuring every inbound lead is a good one. And we enable customers to book meetings with one click immediately upon qualification.



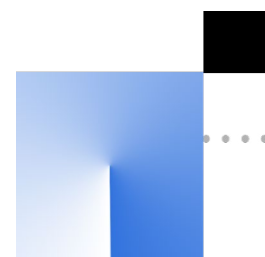
## Optimize lead-to-sales time

Free sales reps to focus on what truly matters: building customer relationships. We allow you to process more inbound leads faster and more efficiently with a system that scales up as your business grows. Route inbound leads to the right rep immediately based on criteria selected by you, so your team can connect before the competition does. Automatically route leads based on company size, geography, product selection and more. And boost meeting attendance rates with automated meeting reminders, minimizing no-show rates.



## Increase ROI, not costs

Double sales conversion with Adobe Marketo Engage and Chili Piper by eliminating major barriers to inbound lead conversion: slow response times and meeting no-shows. Centralize your tracking, reporting, attributes and measurements in a single repository so you can continue to optimize your workflows.





# Key resources

## WORKSHEET

### **Gauge Your ABM Maturity**

If you're already making use of account-based marketing (ABM), you're ahead of the pack. But in order to lead, having an ABM program simply isn't enough. Use the checklists in our new worksheet to assess how well you're doing across the four dimensions of ABM and what you can do to improve.

[Download Now](#)

## INFOGRAPHIC

### **Marketing Automation Workflows Every Marketer Should Know**

Getting from ground zero to a sales-qualified lead to a highly engaged customer can be quite complex — but with automation, that process can be simpler and more effective than ever. This guide will take you through some common marketing automation workflows that will help lead to more engaged customers, conversions and, ultimately, sales.

[Download Now](#)

## CASE STUDY

### **How Workato converts 75% of their qualified leads**

Learn how Workato implemented a new automatic scheduling tool on the organization's inbound leads intake form—increasing the number of booked demos by 50%.

[Read Now](#)

## GUIDEBOOK

### **Up Your Digital Game**

Get hands-on with the latest ideas and tools for building and strengthening your digital marketing strategy with our interactive worksheet Up Your Digital Game. Learn how to create a modern digital strategy that gives your business a competitive edge and discover how to put it into action with powerful tools like Adobe Marketo Engage.

[Download Now](#)

## CASE STUDY

### **How Gong improved form conversion by 70% and fast-tracks ideal leads**

Learn how Gong, a conversation intelligence platform, uses Adobe Marketo Engage and Chili Piper to enable qualified leads to automatically book a meeting or start a phone call right after they hit submit.

[Read Now](#)

## CASE STUDY

### **How SwagUp simplifies its backend lead routing assignments**

Learn how SwagUp cleaned up its lead routing backend to speed new customer onboarding from 72 hours to just two minutes.

[Read Now](#)





# The time to act is now.

Thanks to marketing automation, transformation and rising buyer expectations, the world of sales is changing—growing in volume, importance and intensity. Inbound sales teams need to keep up by bringing transformation capabilities to lead qualification, routing and scheduling. Adobe and Chili Piper are here to help. Our integrated solution helps organizations automate inbound leads—doubling conversion rates, optimizing your sales resources and lowering overall costs.

## Expedite your speed-to-lead process:

[Book a demo today](#)



### Adobe Marketo Engage

Adobe Marketo Engage specializes in customer engagement for complex B2B buying journeys. As a complete solution for lead management, it brings marketing and sales together to nurture leads, orchestrate personalized experiences, optimize content and measure business impact across every channel. It natively supports both demand- and account-based marketing strategies, providing a single, integrated lead management platform from acquisition to advocacy. Build engaging, personalized experiences at scale and prove impact with Marketo Engage.

[Learn more about Marketo Engage](#)



### About Chili Piper

Chili Piper is the leading inbound conversion software, fueling today's high-growth B2B revenue teams. With instant speed-to-lead, routing, booking and handoff capabilities, it enables a fast and efficient handoff from marketing to sales. Teams convert more inbound leads while spending less on marketing with Chili Piper. Companies like Intuit, Spotify, and Gong use Chili Piper to double their inbound conversion rates and maximize revenue. With more than 180 employees in over 40 countries, Chili Piper has been spicing sales up since 2016.

[Learn more about Chili Piper](#)



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