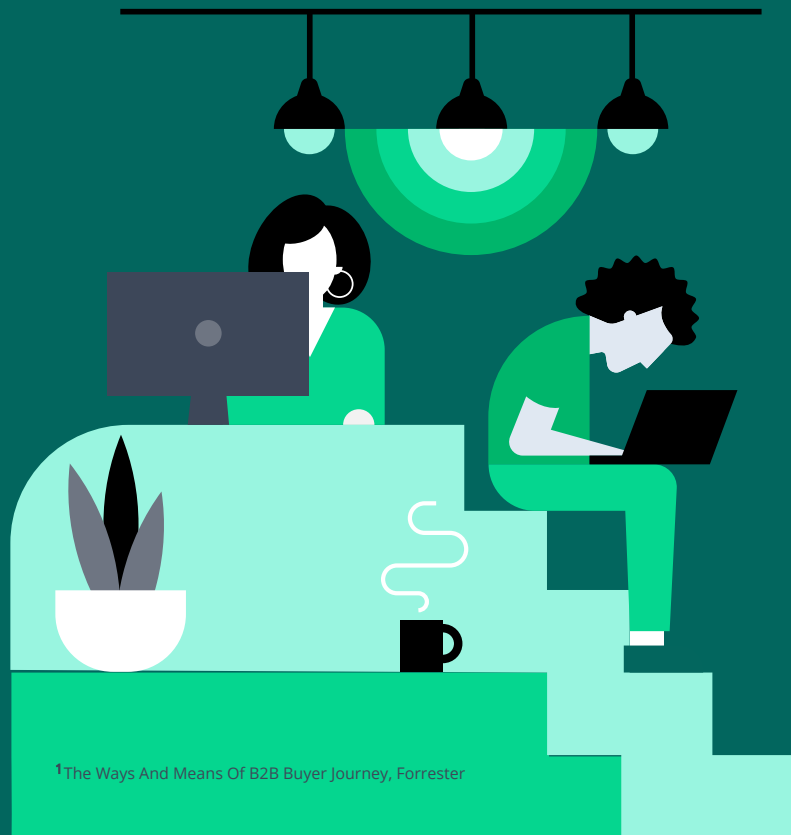


Rollworks + Drift = Personalization at Scale

Easy wins for B2B marketers



If “68% of B2B buyers prefer to research a vendor on their own, online¹”, you can’t afford to fail!



¹The Ways And Means Of B2B Buyer Journey, Forrester

WIN at personalization with RollWorks and Drift by avoiding these 3 marketing fails...

1

FAIL: A high-value healthcare prospect organically visits your site, and your chatbot offers up the same bland mass greeting.

WIN: Leveraging RollWorks’ 320 million verified contacts with your CSM data serves up an impressive deanonymizing match rate. Utilizing this data, the Drift chatbot greets your visitor by name or company and wows them from the start of their journey!

2

FAIL: Your chatbot suggests a case study irrelevant to your site visitor’s industry or interest. They bounce from your website immediately and jump to researching your competitors.

WIN: RollWorks Journey Stages and Account Intent offer advanced machine learning that tracks the progression of accounts and their research of related intent topics throughout the web. This makes segmentation a breeze. You’ve coordinated Drift playbooks that relate to the desires of this visitor and offer them an ungated whitepaper that they view instantly!

3

FAIL: Your chatbot auto-sends a high-value gifting offer intended for your top prospects. But because your account list linked to your chatbot is static, accounts that are already in communication with SDRs redeem the offer.

WIN: Since RollWorks dynamically syncs to Drift, your account lists are always updated. Your high-value prospect redeems their surf and turf meal kit delivery, books a meeting, and an opportunity is created within a week.




One size doesn't fit all

Talking to every prospect as if they're all the same is a thing of the past. But that doesn't mean you have to do extra work to get it extra personal. With RollWorks + Drift working together, it's easier than ever to offer personalized and relevant experiences.

Save time ensuring the right accounts are being targeted


Most marketers can relate: you spend your precious time building audiences, only for it to be out-of-date months (or weeks) later. The result? Poor targeting and even more manual work to fix the list. But that doesn't have to be your reality.

Drift syncs with RollWorks data and automatically recognizes changes in audience lists, allowing you to build chat playbooks faster, ensuring the correct accounts are targeted and routed to the right sales teams.



Hyper-personalize your visitor's experience by serving the right offer or content

Personalization is only as strong as the data in your arsenal. Deanonimize your site visitors beyond firmographic-level information and serve targeted messaging that best resonates based on RollWorks fit, engagement, and intent data. This can be pulled from persona, buying stage, intent topics — you name it.



Ensure a consistent omnichannel experience

Simply running one channel at one audience doesn't cut it anymore. Buyers are best met with surround sound multi-channel touches — but it doesn't have to take endless work. Instead, engage target accounts with consistent and personalized messaging across synced channels like RollWorks display ads and Drift chat playbooks.

