### STAGE 3

**Accelerate Deal Cycles**

Homepage Assistant Use Case Example

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**Buyers**
- UNKNOWN
- KNOWN
- RETURNING
- TARGET ACCOUNT
- SALES ENGAGED
- CUSTOMER

**Buying Journey**
- Awareness
- Interest
- Consider
- Justify
- Decision
- Adopt
- Expand
- Advocate

**Solution**

**MOST APPROPRIATE SOLUTION**
Accelerate buyers to the next stage

Guide the visitor to the right resource or person

**Website Experience**
- URL: Drift.com
- UTM: N/A

**Campaign**

**CAMPAIGN NAME**
Homepage_Assistant

**Engage Options**
- Regular Playbook
- Triggered Playbook
- Embedded Playbook
- Conversational Content
- Live Chat
- Email
- Video

**Engage Hook**

**ENGAGE HOOK**
100 characters or less
Hey [insert first name]. Welcome to Drift! What brings you to the site today?

**Classifier**
- EVENTS
- CLUSTERS
- ONTOLOGY

**Primary Call-To-Action**
- ROUTE TO SALES
- DROP A CALENDAR

**Secondary Call-To-Action**
- MARKETING OFFER
- SELF-SERVICE RESOURCE
- ROUTE TO CUSTOMER SUPPORT

**Dialogue Manager**
- BUSINESS RULES
- QUALIFICATION SCORING
- RESPONSE TYPES

**Business Outcome**
- NEW LEAD
- MEETING BOOKED
- SALES ACTIVITY
- OPPORTUNITY CREATED
- REVENUE CREDITED
- DEAL INSIGHTS

**Buyer Outcome**
- Chat Now
- Chat to Call
- Zoom Meeting
- Book a Meeting
- Education
- Demo Video
- File Support Ticket
- Chat with Support

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**NOTE**

- Accelerate buyers to the next stage
- Guide the visitor to the right resource or person

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**URL UTM**
- Regular Playbook
- Triggered Playbook
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**Engage Hook**

Hey [insert first name]. Welcome to Drift! What brings you to the site today?
Bot leads with a broader, high converting opener because it can deflect non-Sales related inquiries and cast a wider net.

Dialogue manager tells the bot to direct the user to the best option for a small business — the self-service option.

Dialogue manager tells the bot to point the prospect at some of the more popular case studies.

Classifier looks at this sentence: classifies it as a pricing question from a relatively young business.

Classifier understands the user is still early in the buying journey and looking for more education.

Hey Sarah, welcome to WhiteWhale What brings you to the site today?

I just opened an ecommerce for my business and researching shipping options.

Ok! You need a solution that's quick and easy with no commitments. Our Pay as You Go plan sounds just right for you.

This plan gives you up to 5000 shipments per month, the best USPS discounts, email support and most importantly, NO MONTHLY FEES!

I'd like some more information first.

Of course! Did you know more than 35,000 savvy e-commerce businesses have mastered their shipping with WhiteWhale?

Discover how our customers find inspiration, build incredible businesses and streamline their shipping along the way.

Touch of Modern Case Study

Greenbelly Meals Case Study