STAGE 3

Accelerate Deal Cycles
Re-Engagement Campaign Use Case Example

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
  - Purchase Data Management Software

Website Experience
- URL
  - Drift.com/case-studies
- UTM
  - utm_medium=email

Campaign
- CAMPAIGN NAME
  - reEngage_Justify

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

Engage Hook
- ENGAGE HOOK
  - 100 characters or less
  - We haven’t seen you in a while

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 CLOSED
- DEAL INSIGHTS

Buyer Outcome
- Chat Now
- Chat to Call
- Zoom Meeting
- Book a Meeting
- Education
- Demo Video
- File Support Ticket
- Chat with Support
From: “Katie Ferris” <katie@hi.drift.com>
Subject: We haven’t seen you in a while

ENGAGE: ASK & ACKNOWLEDGE

We noticed that you haven’t been interacting with [Your Company] content very much 😞

UNDERSTAND: LEARN & RESPOND

I know it’s been a while since we connected on a [Your Product], and we’ve launched a lot of new features we’d love to tell you about.

So I thought you’d be interested in taking a peek at our [link] [Title of New Content Offer]

It covers 👇
1. [Topic 1]
2. [Topic 2]
3. [Topic 3]

RECOMMEND: GUIDE & SUGGEST

...and much more! Once you’ve read it – I’d love to answer any follow up questions.

If you’re still interested – reply to start the conversation!

Regards,
Katie