Target Potential Buyers
Personalized Abandoned Chat Use Case Example

Ideal Customer Profiles
- Unknown
- Known
- Returning
- Target Account
- Sales Engaged
- Customer

Channels
- Direct Traffic
- Referral Traffic
- Content Syndication
- Paid Search/Social
- Display Advertising
- Email Marketing
- Organic Search/Social

Offers
- Webinar
- Virtual Event
- Content
- Demo Video
- Newsletter
- Calculator
- Assessment

Website Experience
- URL
  Drift.com/revenue-acceleration
- UTM
  utm_medium=email

Campaign
- Campaign Name
  RevAccel_Page_Followup

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

Engage Hook
- Engage Hook
  100 characters or less
  Great to see you again :)

Engage Response
- I'd like to chat with someone
- I'd like to learn more about your solutions
- I'm just browsing
- I'm looking for Customer support

Primary Call-To-Action
- Route to Sales
- Drop a Calendar

Secondary Call-To-Action
- Marketing Offer
- Self-Service Resource
- Route to Customer Support

Business Outcome
- Meeting Booked
- Opportunity Created
- Sales Activity

Buyer Outcome
- Chat Now
- Chat to Call
- Zoom Meeting
- Book a Meeting
- Education
- Demo Video
- Help Support Ticket
- Chat with Support
ENGAGE: ASK & ACKNOWLEDGE

Timeframe: within 5 min of chat closing

From: {Name of ‘virtual SDR’}

Subject: Great to see you again 😊

Body opener:

Hi {{first name}}👋

Thanks for connecting with {chat rep} – great to see you’re interested in our pricing for {solution}

UNDERSTAND: LEARN & RESPOND

Body info:

1. We’ve actually been chatting with a few others at {{company name} or “your company”}, and I have some ideas on how {solution} would work for you.

2. For example, we help {Name drop company} [saved {$x} amount / achieved {X goal} last year with] {solution} – just saying 👀 [Link case study]

RECOMMEND: GUIDE & SUGGEST

Body CTA (needs to be a yes or no question):

I can put together a custom plan of how this could work for you. Should we book a time to chat?

Just let me know, or head here to block off some time on my calendar 👉 [link]