Grazitti Interactive®
Marketing for Digital Natives

Reducing Lead Acquisition Costs by 55% With Adobe Marketo Dynamic Chat Implementation

HIGHLIGHTS

45% Faster Lead Generation
Turnaround Time

55% Reduction in
Lead Acquisition Costs

30% Boost in Lifecycle
Management Efficiency

Enhanced User Experience and
Communication Using AI

THE CUSTOMER

The customer is an Australian software company specializing in secure coding training. They offer a comprehensive platform equipped with interactive exercises, simulations, and tools to help developers learn and practice secure coding techniques. Their goal is to empower developers to adopt a security-first mindset and create more resilient software.

THE CONTEXT

The customer was facing challenges with inefficient lead generation and routing processes which were time-consuming and costly. They aimed to automate website interactions, enhance real-time visitor engagement, and streamline lead capturing and routing to optimize efficiency. They decided to implement an AI-powered chatbot solution to prioritize user experience and reduce the time and cost of acquiring new leads.

THE OBJECTIVE

The objective was to deploy Adobe Marketo Dynamic Chat, powered by Adobe Sensei AI, across their website to boost lead management. By enabling dynamic chat pop-ups, the leads would be able to book meetings with agents directly. Additionally, the leads can chat with a live agent or access resources shared via the chat flow.

THE SOLUTION

After a thorough analysis of the customer's requirements, our team at Grazitti implemented the following solutions:

- Implemented Adobe Marketo Dynamic Chat by configuring dynamic chat code on the website.

- Configured dynamic chat backend portal for agents, calendars, chat dialogues, and fields to be synced in Marketo.

- Created chat dialogues based on the requirements and published them on different sections/pages of the website.

- Set up smart campaigns in Marketo to capture the records coming in from dynamic chat and route leads towards agents/CRM queues/sales pipeline. This helped automate the lead management process.

- Deployed AI-driven chat dialogues that adapt to user behavior to enable real-time engagement with website visitors. This allowed users to book meetings, access resources, or connect with live agents.

THE OUTCOME

The implementation of Marketo Dynamic Chat powered by Adobe Sensei significantly enhanced lead generation and routing efficiency for the customer. It reduced lead generation turnaround time by 45% and lead acquisition costs by up to 55%. Automating chat processes and seamlessly integrating with Marketo improved the lifecycle management efficiency by 30%. Moreover, the solution enabled real-time lead engagement, streamlined communication with agents, and optimized sales pipeline management, which provided scalable, long-term benefits to the business.