

EVERYTHING STARTS WITH A CONVERSATION



10% increase in pipeline



67% shorter sales cycle



93% increase in prospect-to-win rate



12.4% lift in average selling price

WHY DRIFT?

We've all been on the receiving end of a bad B2B digital experience: Form overload. Slow response times. Unhelpful or generic follow-up. Or no follow-up at all.

Give your prospects and customers that warm, personalized feeling with every conversation, day or night, while still getting to the bottom of their questions and concerns. We're on a mission to help you chat in a way that's enjoyable, frictionless, and more human.

More than 5,000 customers use Drift's Conversation Cloud to generate pipeline and have the right conversation, at the right time, in the right place - so they can build trust and grow revenue, faster.

THE DRIFT DIFFERENCE



CUSTOMER-CENTRIC

Drive value for *your* customers with our world-class experts.

99% CSAT on Support Experience



UNIFIED PLATFORM

Bring together marketing, sales, and service around the customer.

670% Average ROI



CONVERSATIONAL AI

Accelerate your buying cycle and increase rep productivity while keeping costs low.

10X more accurate than keywords

BASED ON A THREE-YEAR ANALYSIS WITH FORRESTER, ON AVERAGE DRIFT:

50%

average increase in sales rep efficiency

<6 MONTHS

payback period

20%

average increase in win rate

30%

average increase in sales velocity

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When I think about revenue acceleration, I definitely think Drift. It helps us deliver more value to our prospects and move them through the funnel more quickly and with less friction.



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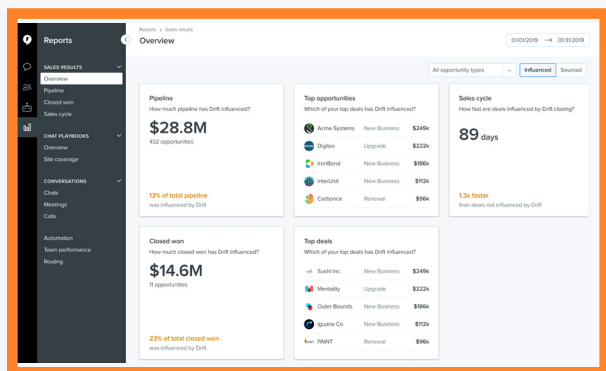
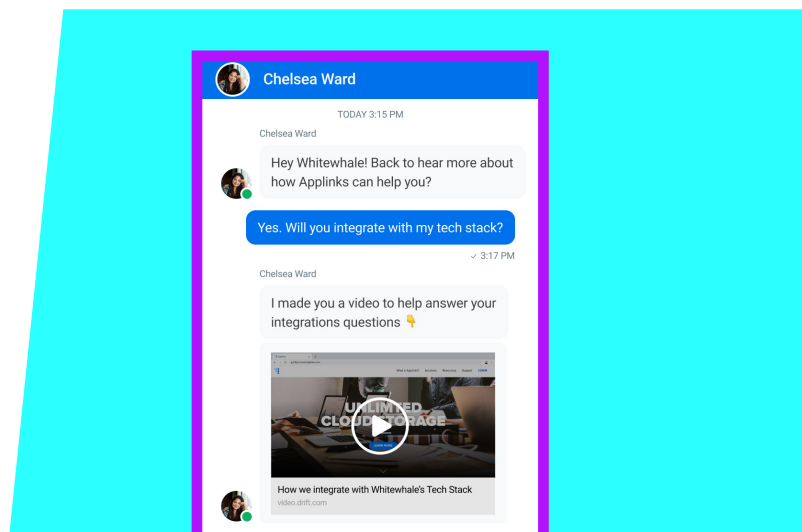
Digital Marketing Sr. Manager, Acquisition and Conversion Optimization at Okta

GENERATE MORE QUALIFIED PIPELINE, FASTER

There are a lot of visitors on your website at any given time and each has different needs. Instantly bring all of your customer data together in one place, telling you who your buyers are, where they came from, and what they're interested in.

GROW REVENUE MORE EFFICIENTLY

Drift keeps your teams focused on what they do best. Our AI chatbots work around the clock and multi-task across thousands of conversations so you can deliver curated experiences for each visitor, convert buyers from any page of your website and grow your business without adding costs.



DELIVER BETTER ENGAGEMENT AND CUSTOMER EXPERIENCE

Personalization at scale means that every conversation is relevant, valuable, and fast. Drift automatically prioritizes target accounts, has a suite of tools to move deals faster, and empowers customers to self-serve. Our guiding philosophy has always been the same: Engage customers on their terms and drive more revenue.

LEARN MORE ABOUT HOW DRIFT CAN DRIVE VALUE FOR YOUR BUSINESS.