AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

STP206

Drift on AWS: Transforming how businesses buy from businesses

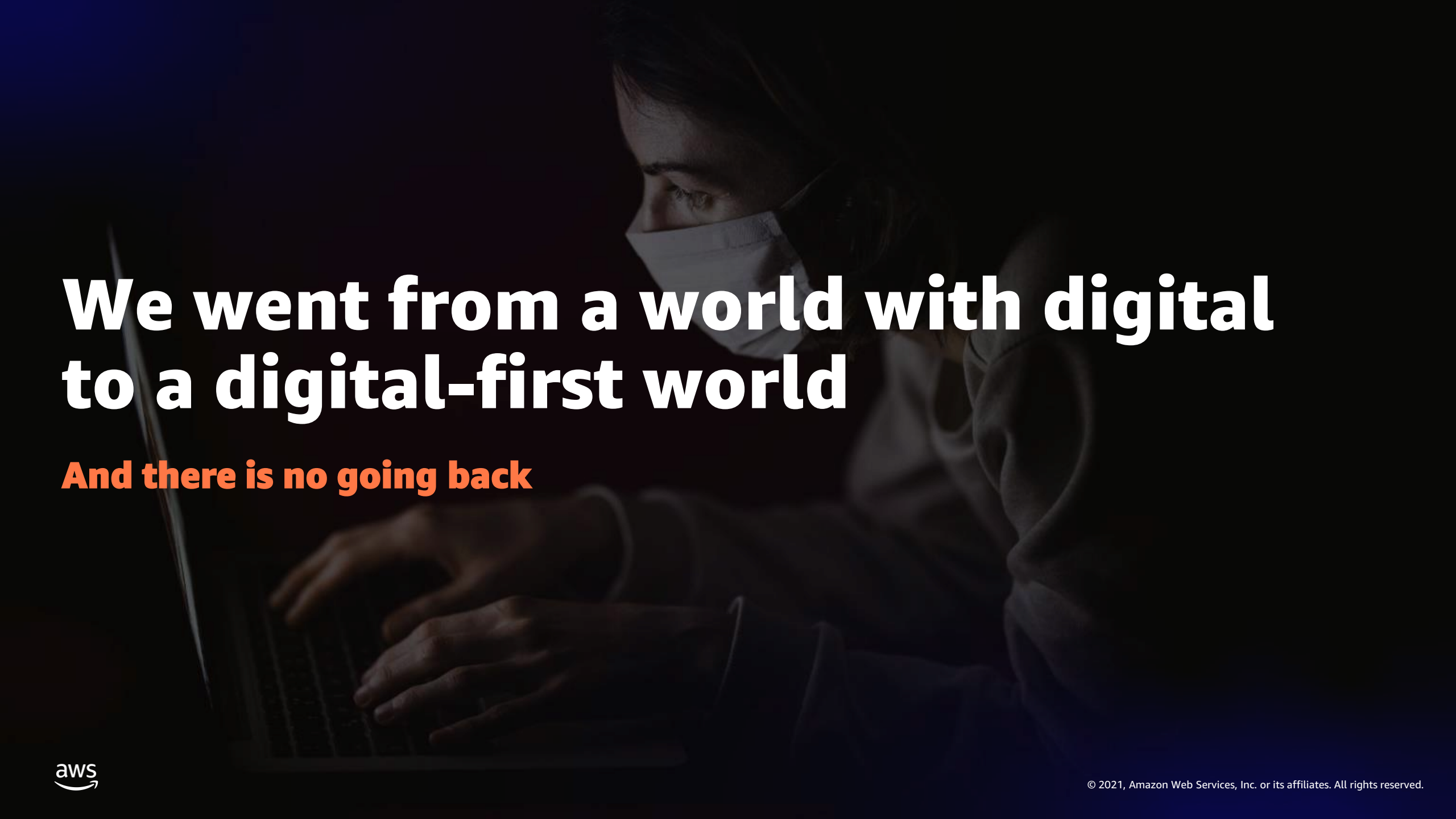
David Cancel
CEO
Drift

Beth Fatusin
Senior Sales Leader
AWS

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We went from a world with digital to a digital-first world

And there is no going back

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The world has moved online, overnight

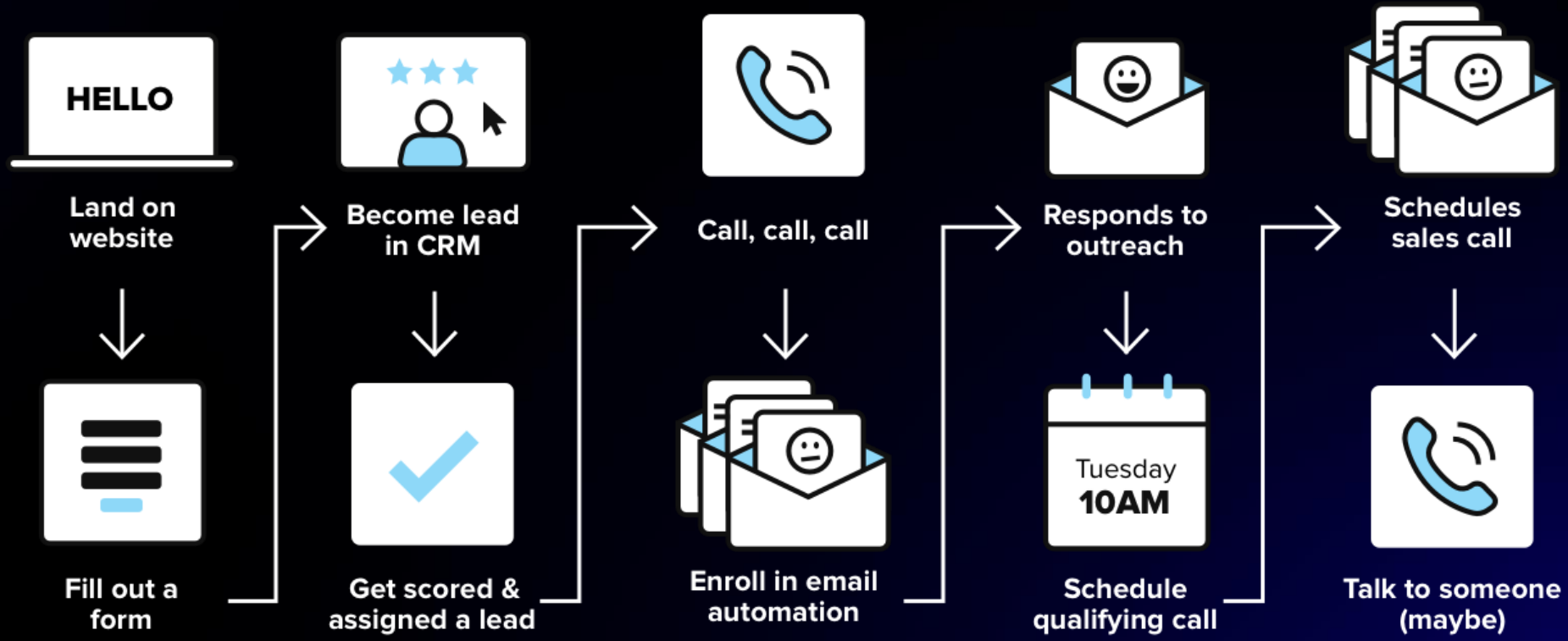
97%

of companies reported that COVID-19 has sped up their digital transformation by six years

Twilio, COVID-19 Digital Engagement Report, 2020

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But the B2B buying experience hasn't evolved

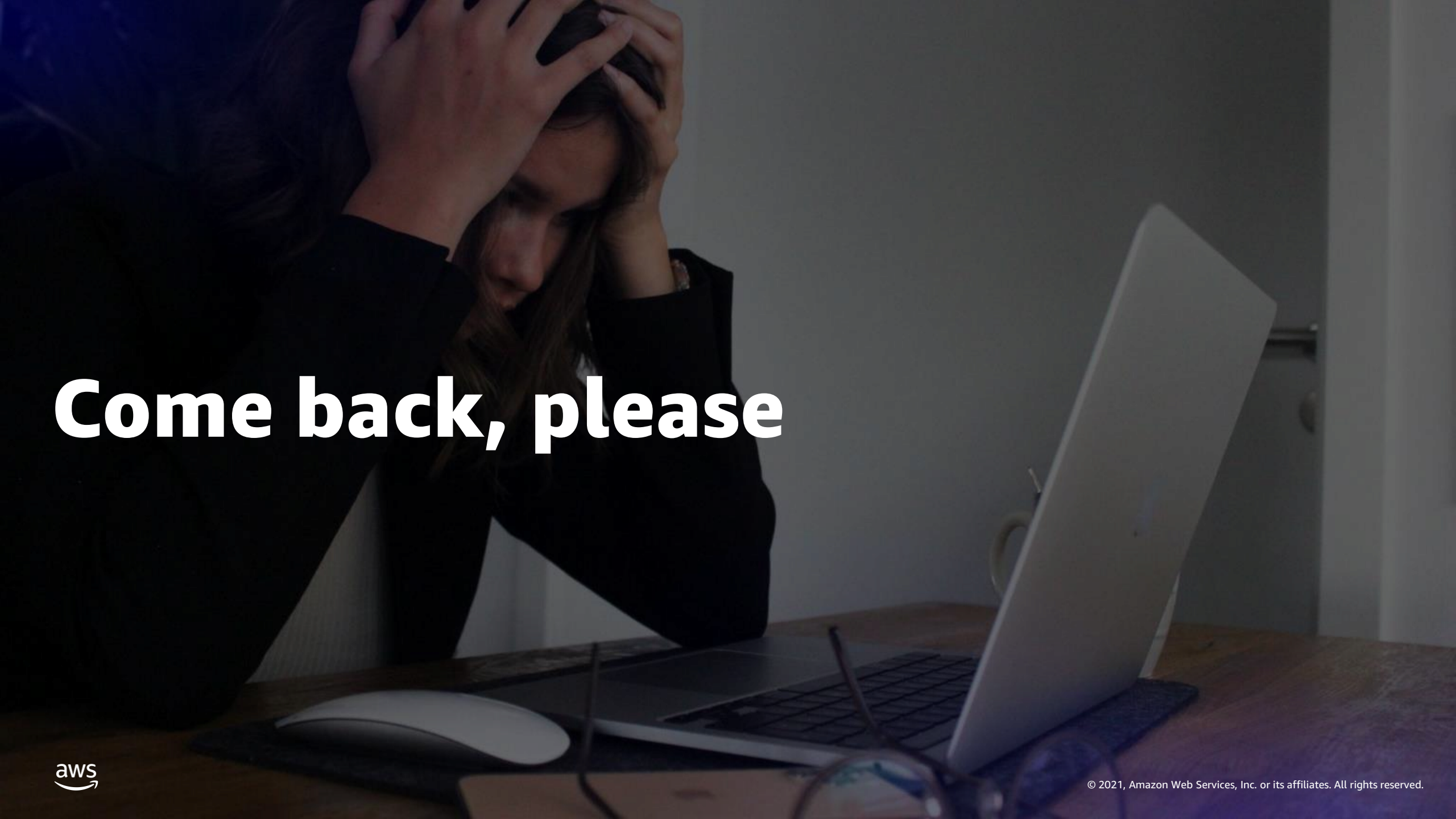


DRIFT

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It’s a bad experience all around

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“These leads are no good! Get us the good leads. Get us those Glengarry leads . . . ”

Sales

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“These leads aren’t bad; *you* need to do better! You’re not following up fast enough . . .”

Marketing

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B2B businesses usually respond to this problem by throwing more money at it

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We spend all this time and money getting people to our websites, only to leave them waiting at the door

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And they won’t wait for long

Research shows that a response time of 5 minutes or fewer is ideal

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But B2B keeps doing more of the same



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We don’t evolve – We keep relying on the same old tactics



More forms!



More calls!



More “nurturing” emails!

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Today’s buyers are tired of getting tangled up with phone calls

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They’re sick of sorting through emails

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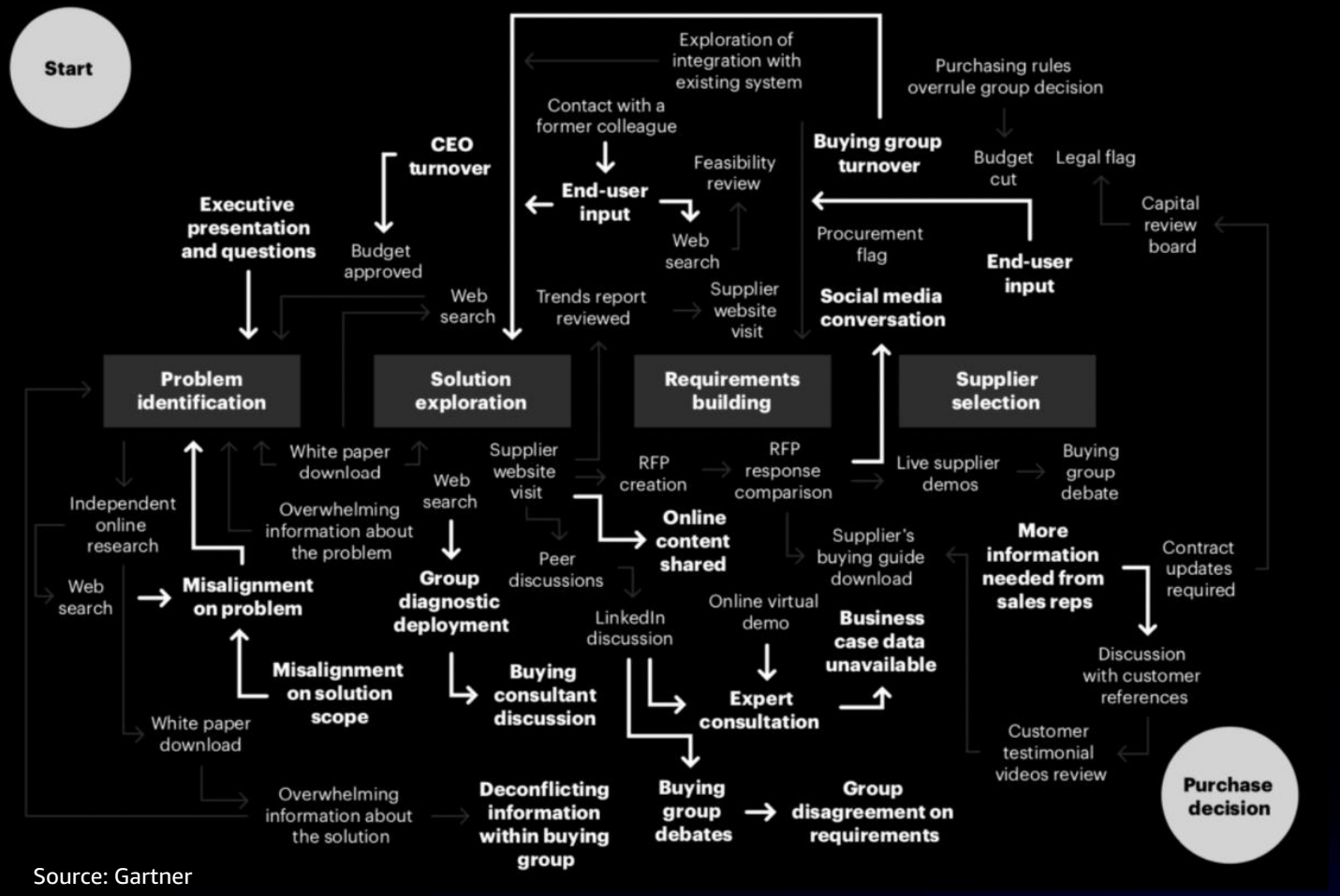
And they’re fed up with filling out forms

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Because today's buyers have endless options



Source: Gartner

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And we're competing in a race for their attention – with no second place

46%

of buyers say they expect a response within 5 seconds or less when using a chatbot

51%

would stop engaging if the response was too slow

81%

of visitors do not fill out digital forms

Source: LinkedIn

59%

of customers stop doing business with you after a bad experience

Source: pwc

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Consumer brands get it











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But B2B brands need some help

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We know this from speaking to 500+ B2B professionals

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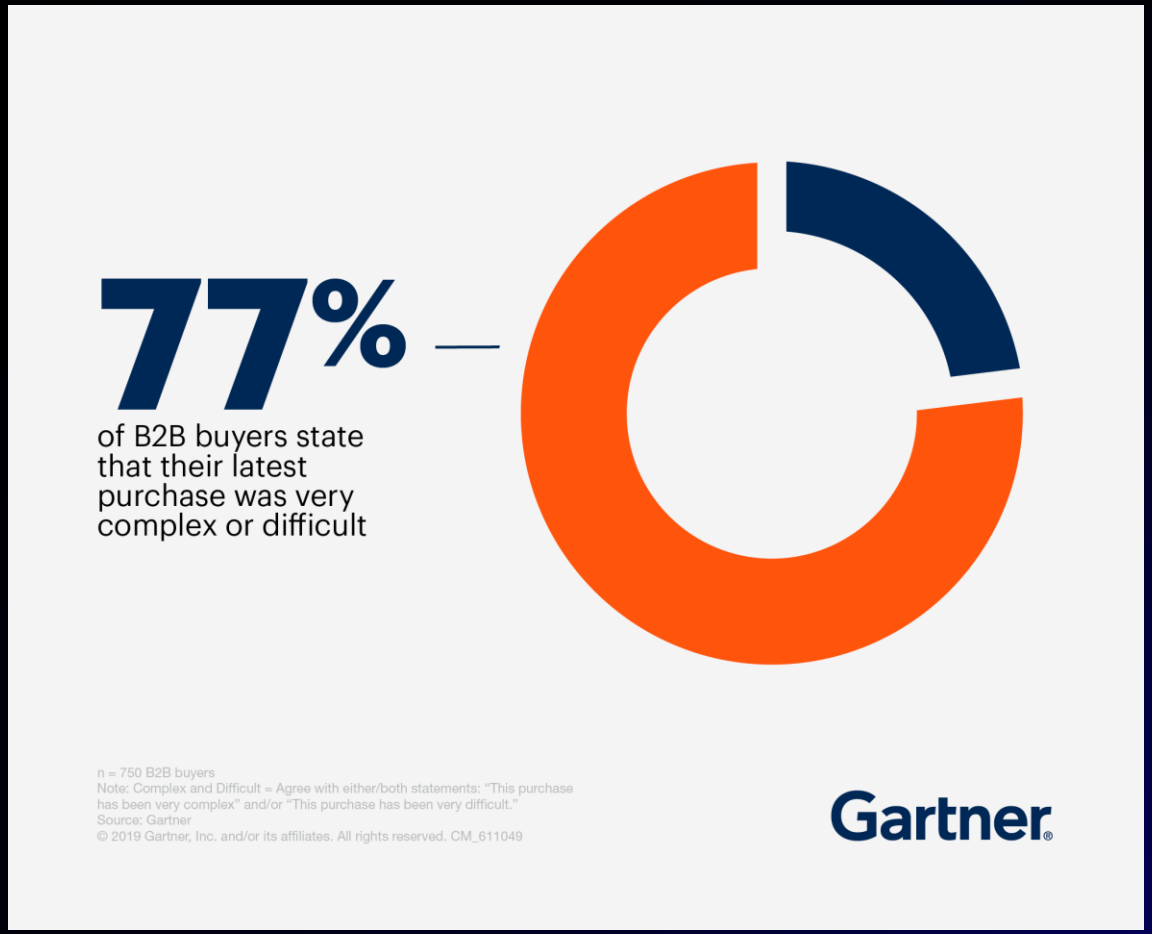
Here’s what we learned

Our research shows that consumer patience has worn thin when interacting with B2B businesses

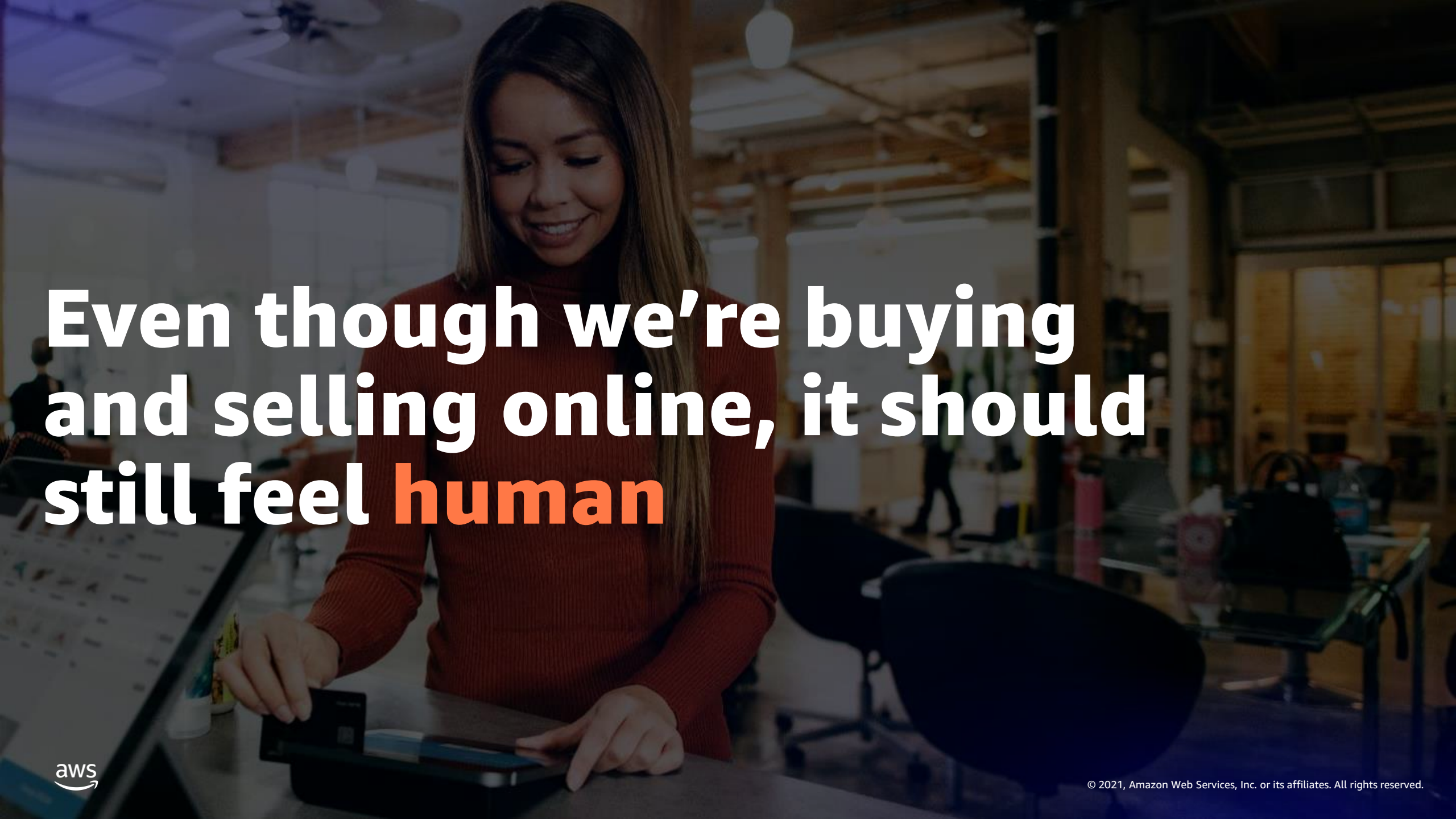
- Frustration with accessing basic business information has grown **20%**
- Frustration with website navigation has grown **25%**
- Frustration with old-school forms continues to grow by **27%**

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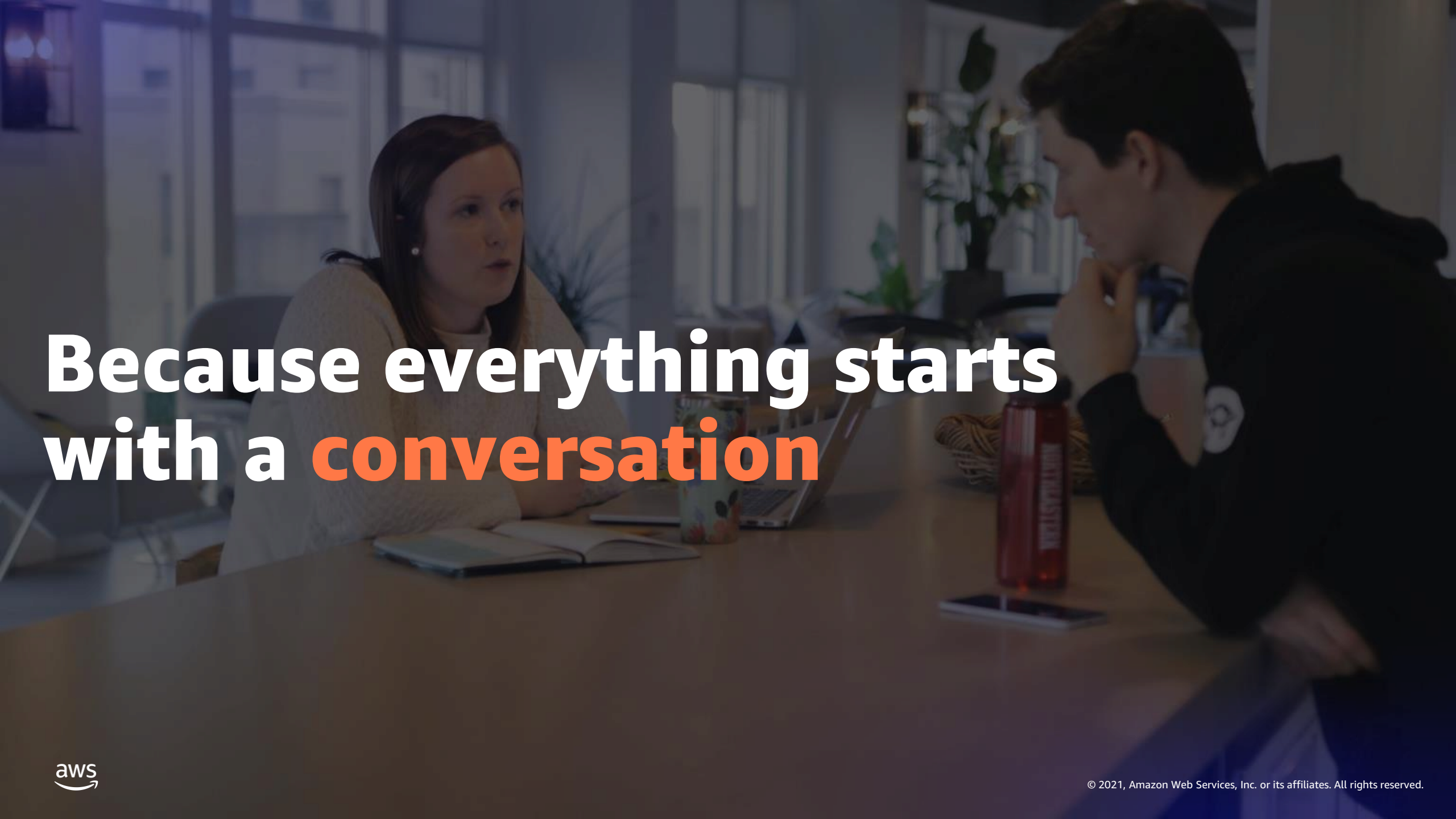
And it really shows



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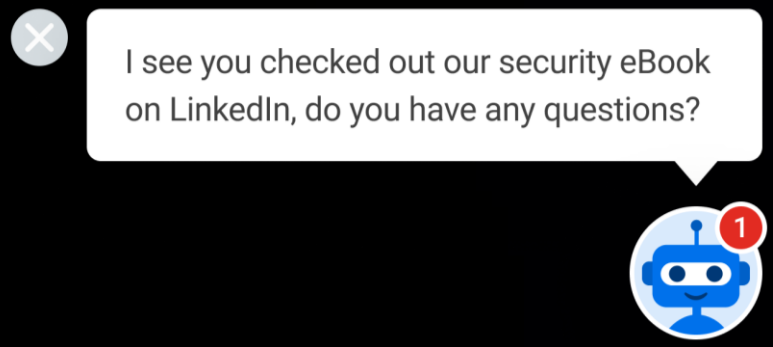


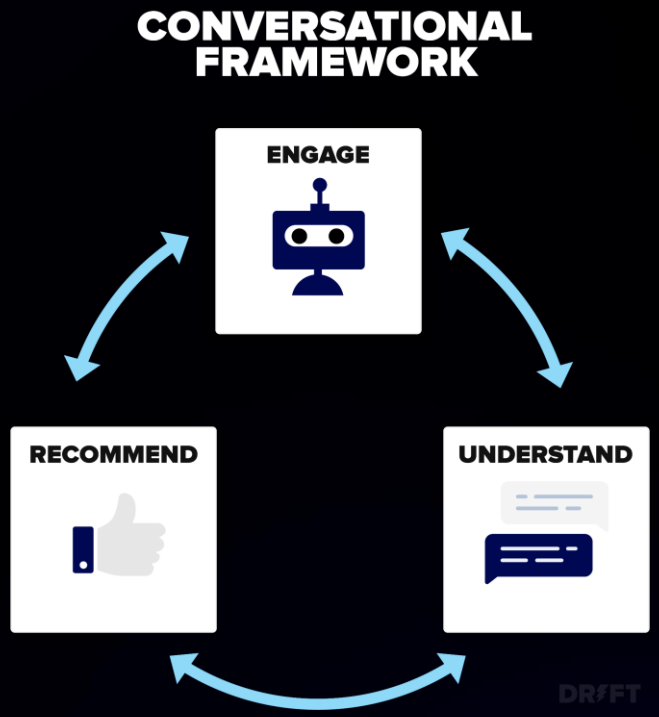
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Drift brings the power of conversations into B2B buying







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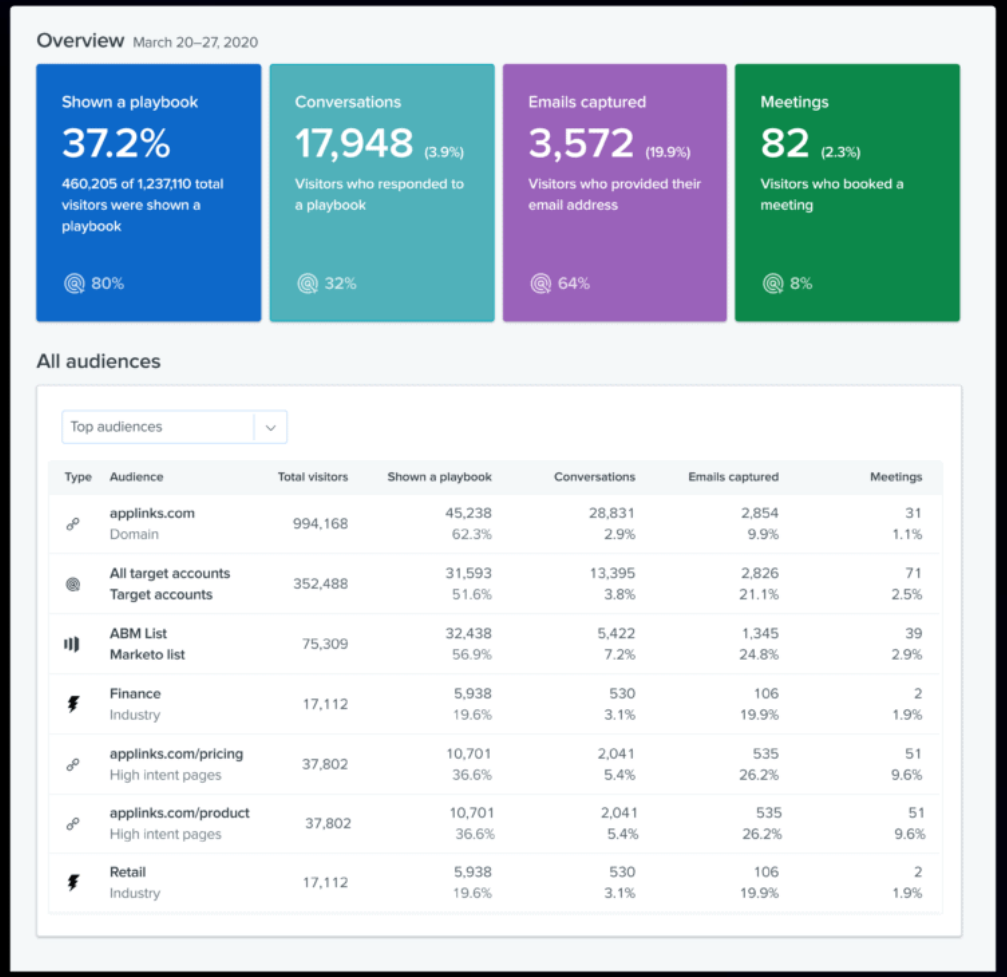
And we know that saying the right things to the right people in the right moments – matters

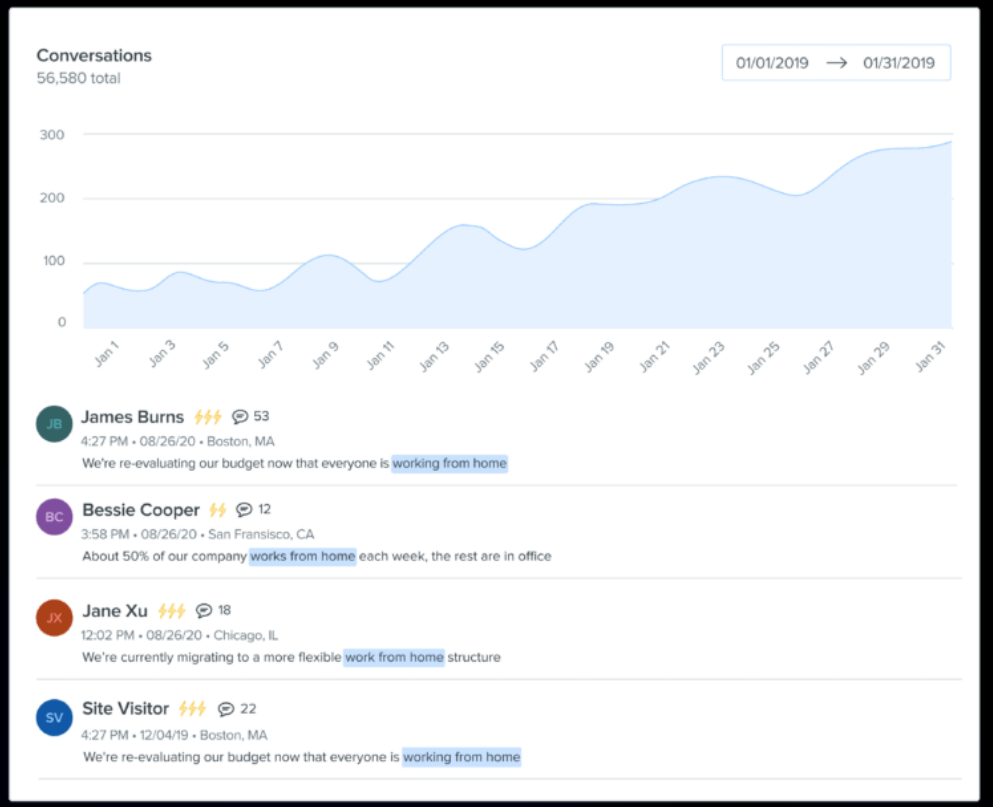
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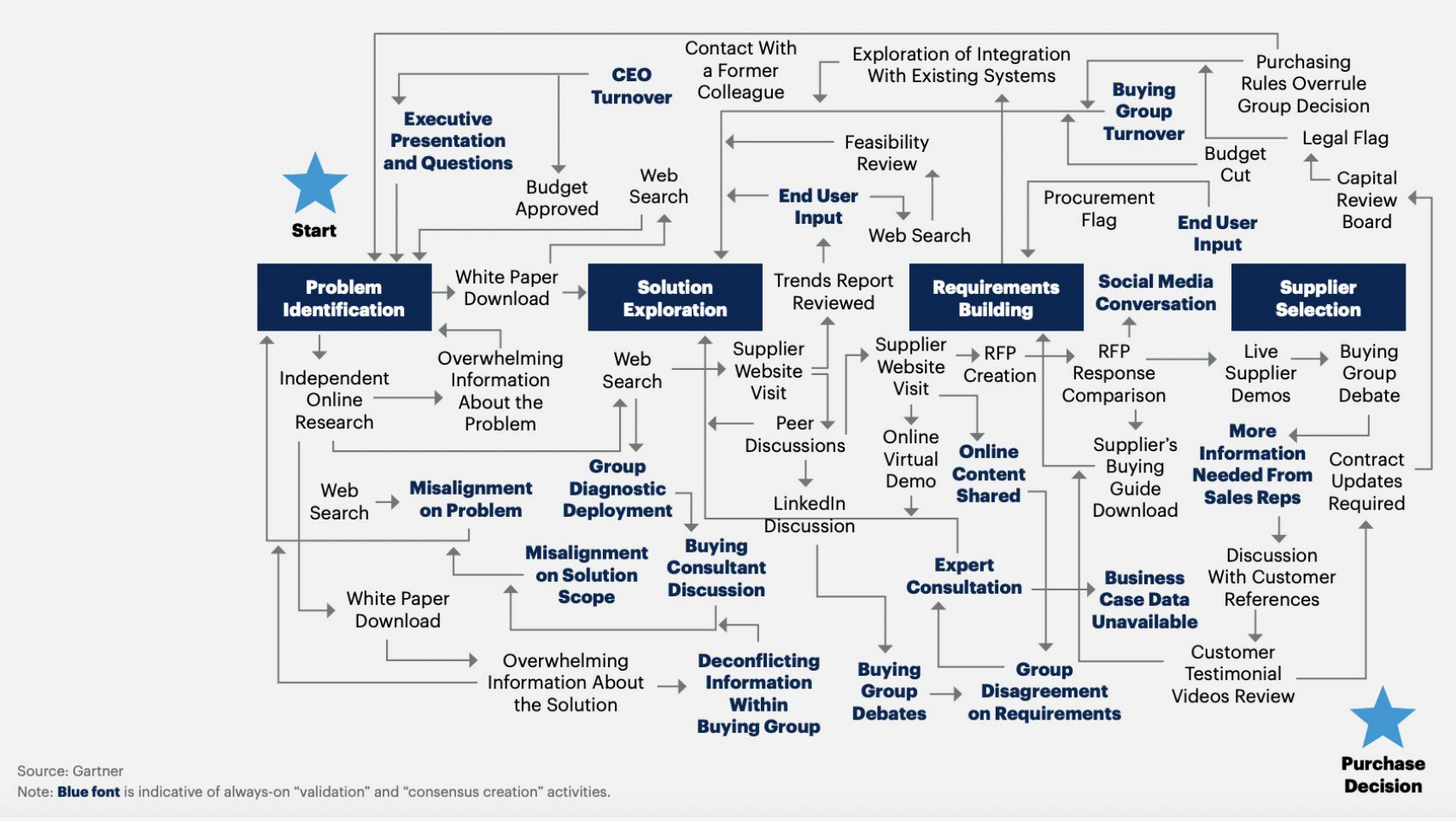
To help you understand what your customers ask and say





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But don’t forget that your buyers know more about you than you know about them



Source: Gartner

Note: **Blue font** is indicative of always-on “validation” and “consensus creation” activities.

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Old tech isn’t going to cut it

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Work smarter, not harder

65%

of sellers' time is spent on
non-revenue-generating activities

Source: Forbes, Why Sales Reps Spend So Little Time Selling, 2018

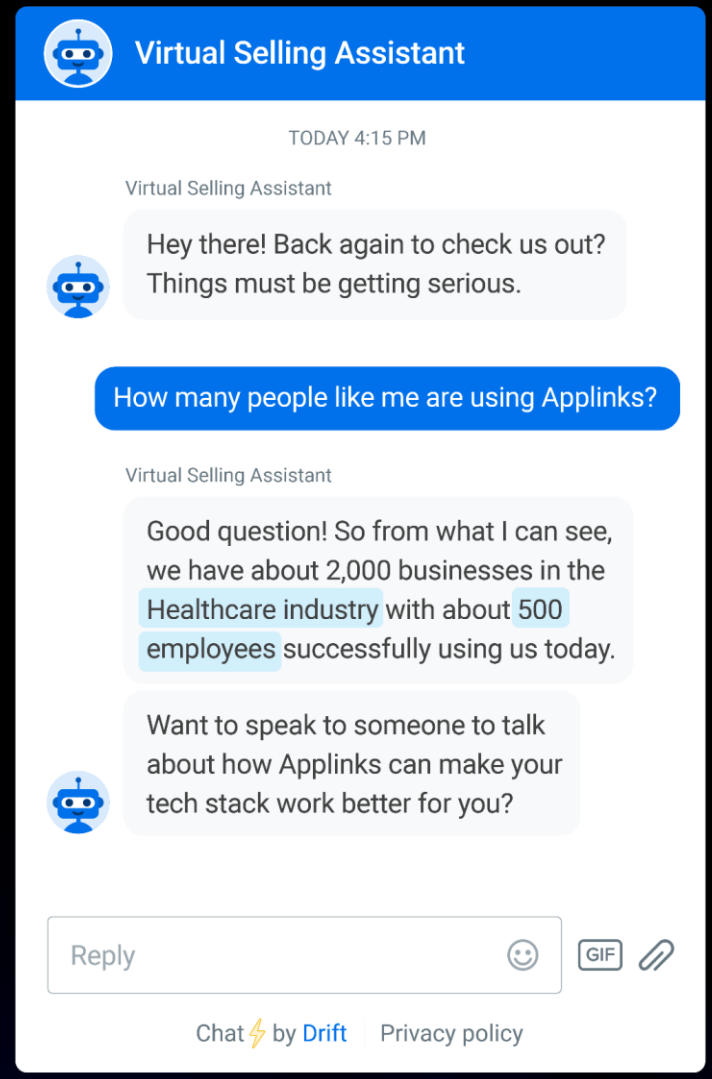
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AI can do the dirty work, so you can focus on the human stuff

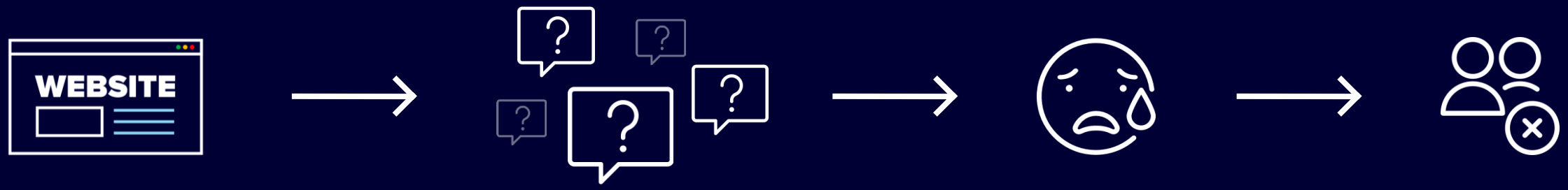
- Qualify site visitors
- Ask important questions
- Schedule meetings
- Free up your team



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Automation is only part of the story

AUTOMATION = SPEED



AI = SPEED + INTELLIGENCE



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Chatbot usage is trending

40%

increase in chatbot engagement during “off hours”

$2.9T

In 2021 alone, Gartner projects AI will create $2.9 trillion in business value

70–80%

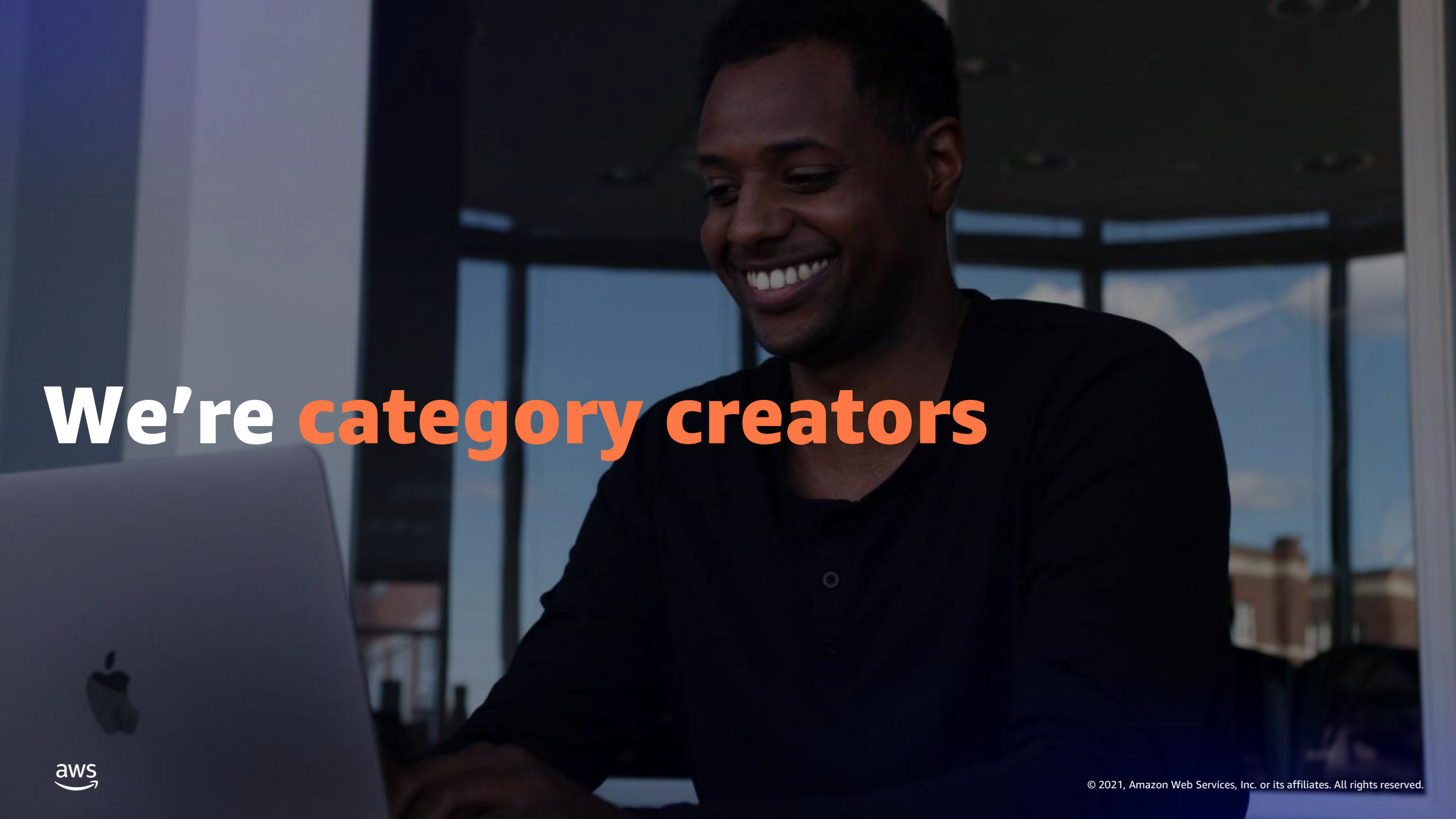
of B2B decision-makers prefer remote human interactions & digital self-service

Source: McKinsey

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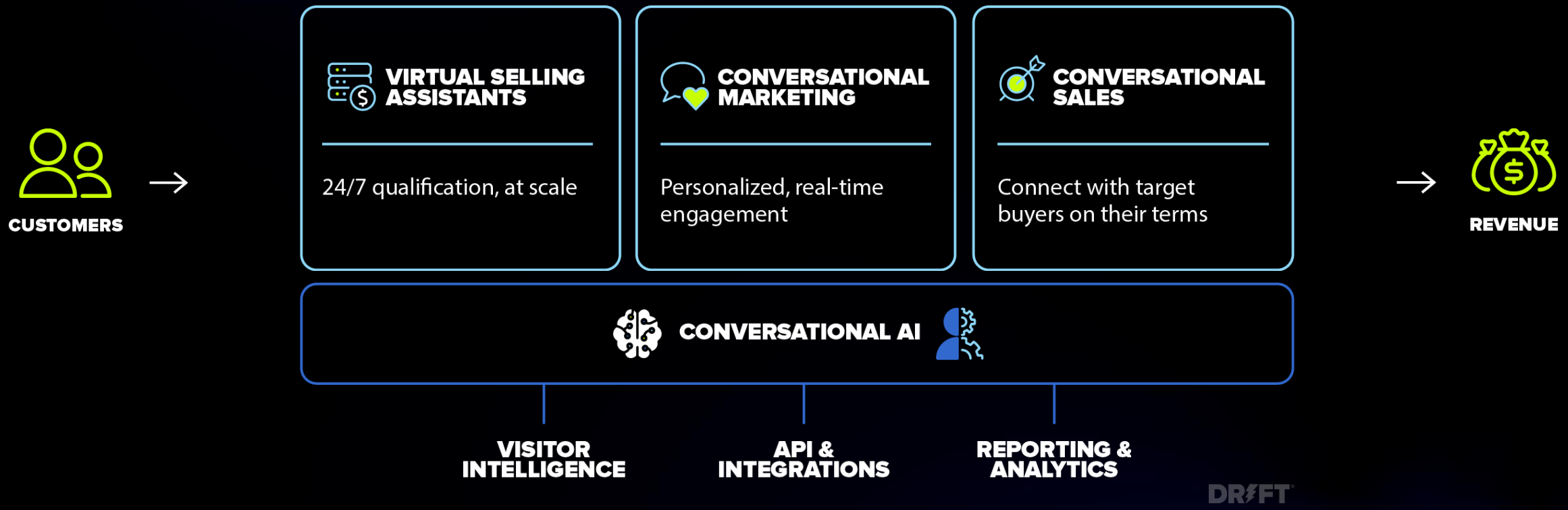


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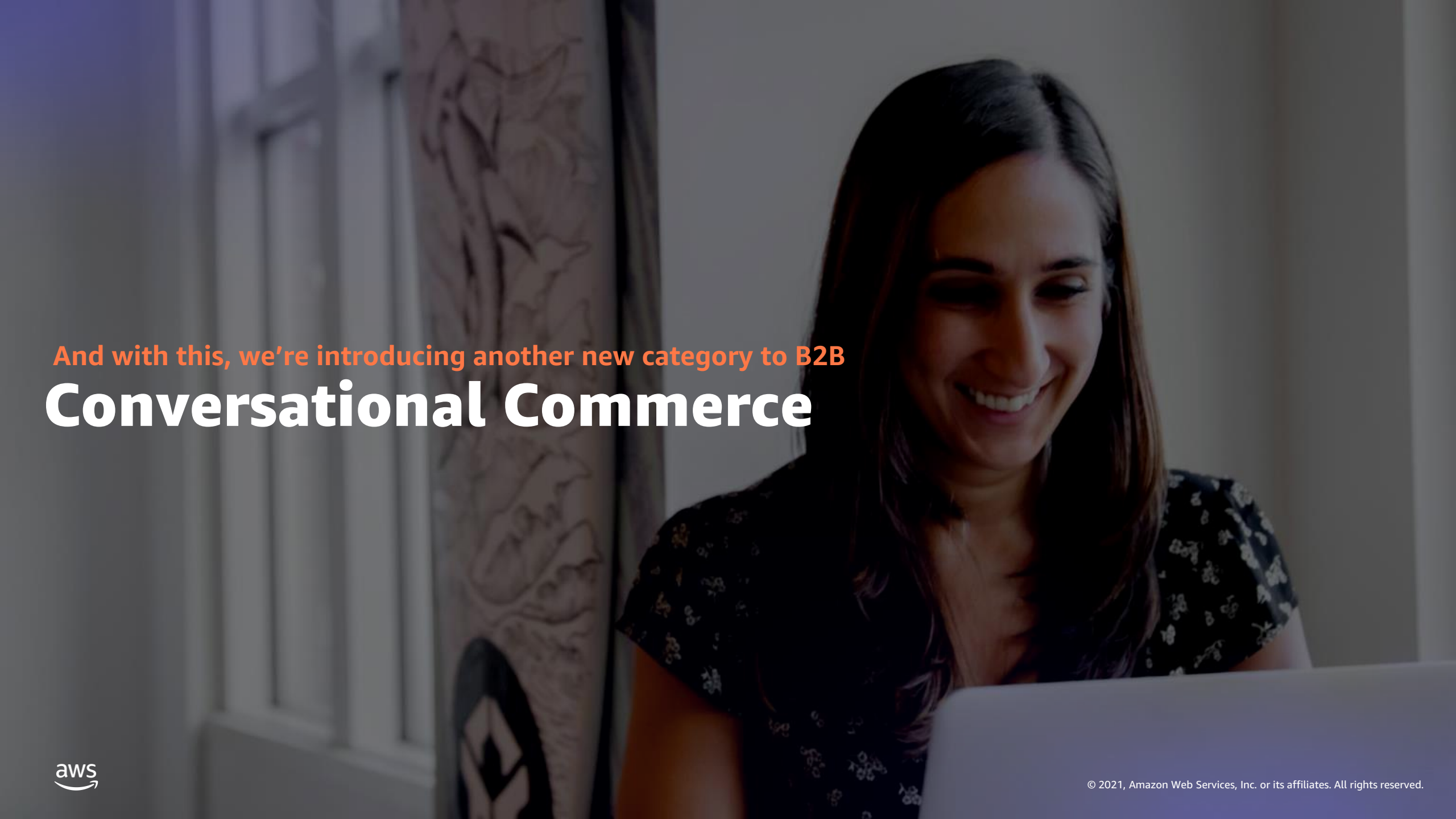


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We bring it all together in one platform



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And with this, we're introducing another new category to B2B

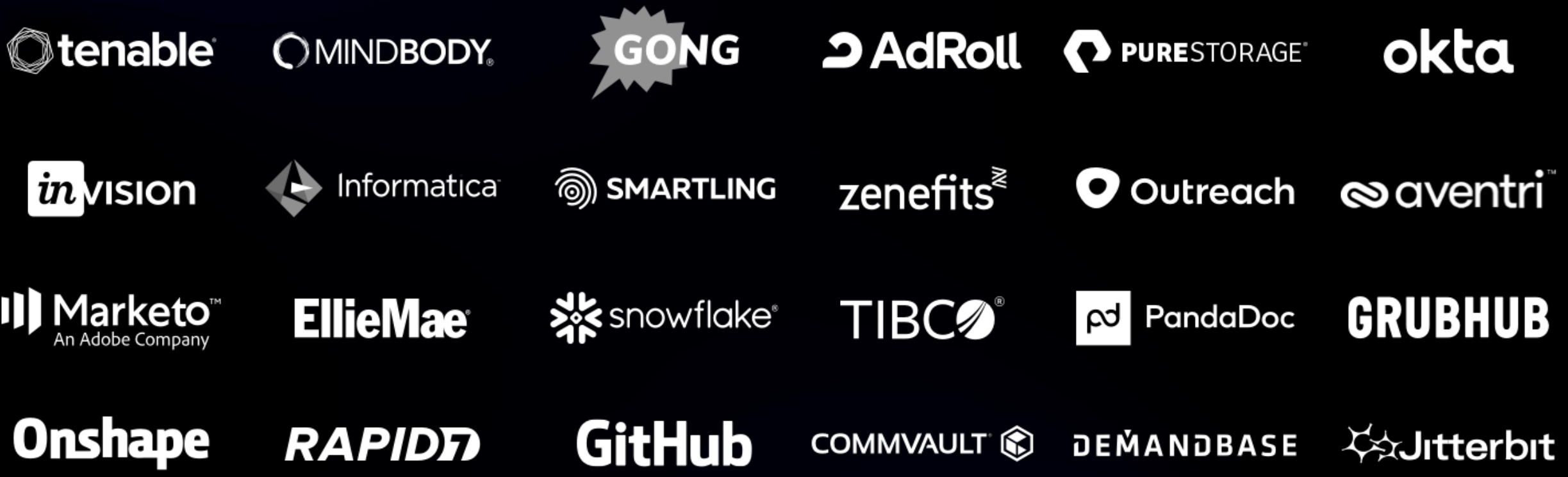
Conversational Commerce

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B2C brands are using it, so why aren’t we in B2B?

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Today, more than 50,000 businesses use Drift



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Drift is transforming how businesses buy from businesses in the same way AWS has transformed how business is done

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Drift runs on AWS

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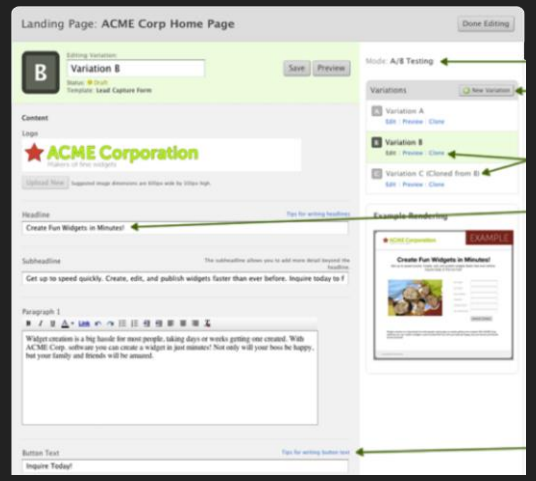
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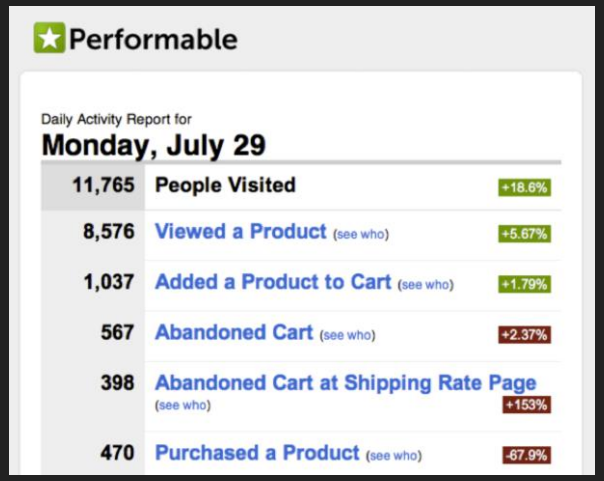


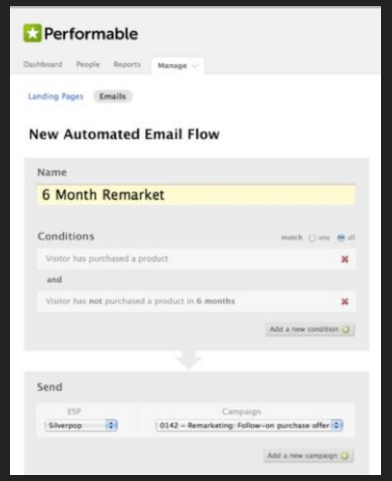
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We were all in on AWS

Performable







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But we've also experienced how it is to NOT work with AWS

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Cue the roadblocks

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We joined a bigger company that was not cloud-native

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The CIO was old school and wanted to maintain control

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We had to make a plan that didn’t involve AWS

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We spent our time trying to DIY an open-source solution

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. . . instead of innovating for our customers

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And that plan failed

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Fast forward to 2015

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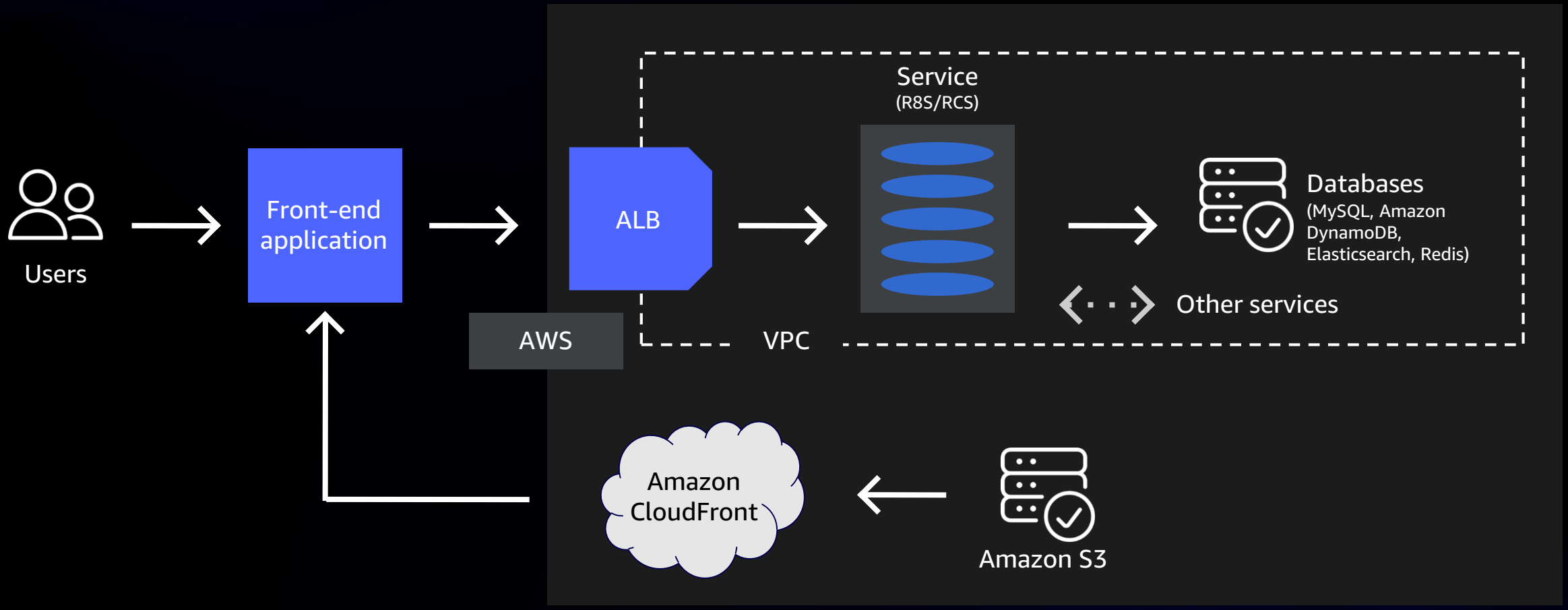
Drift is 100% AWS

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Let’s take a look under the hood

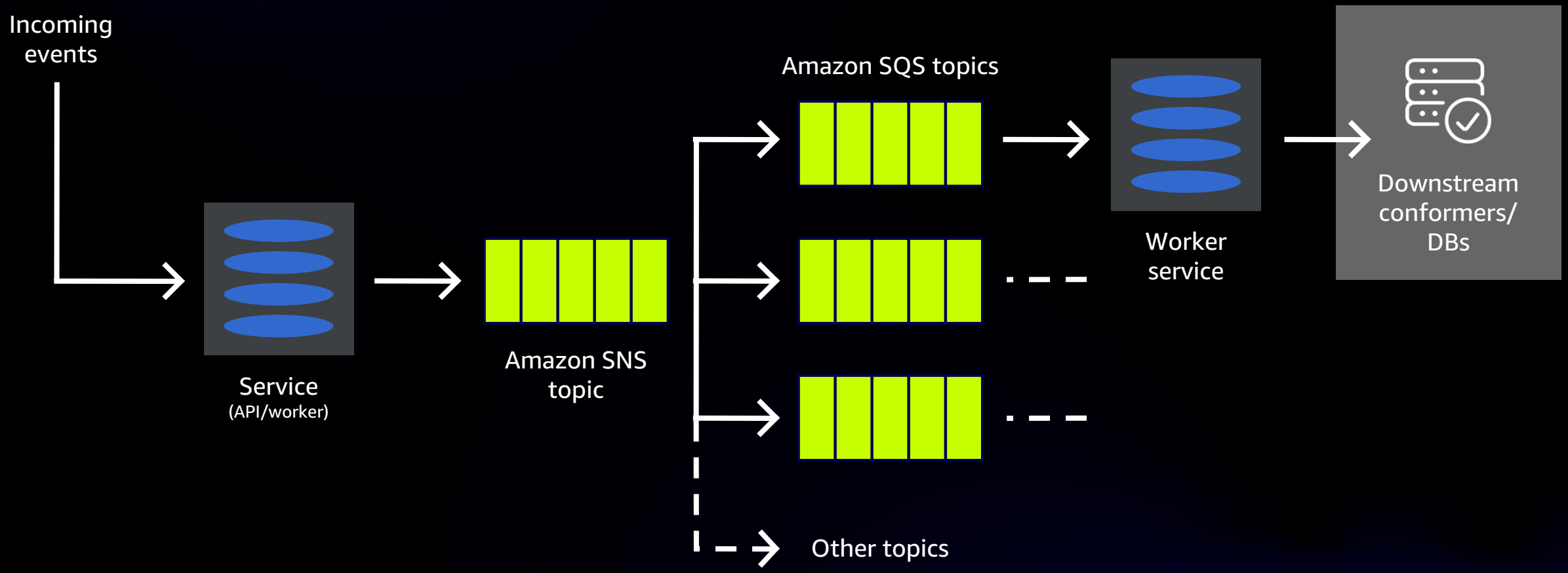
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Drift application architecture



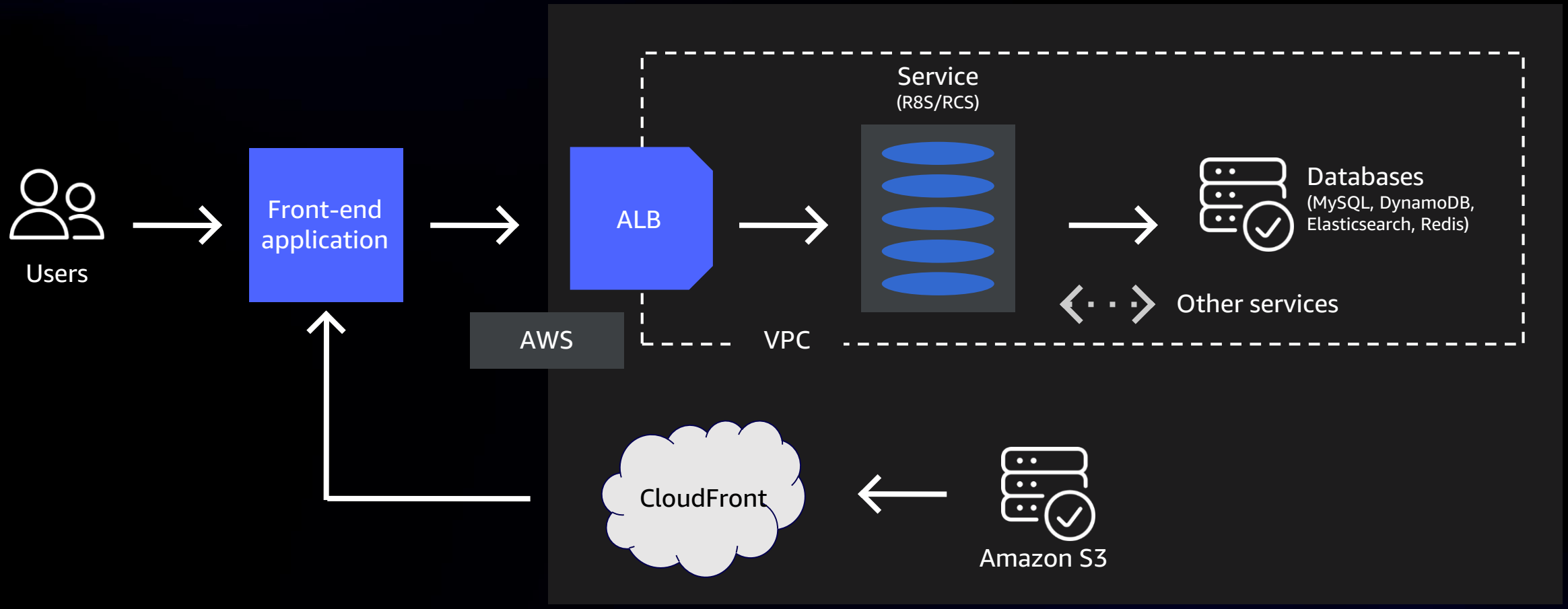
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Message/event processing



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Drift application architecture



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AWS allows us to focus on our hard problems and delivering value to customers

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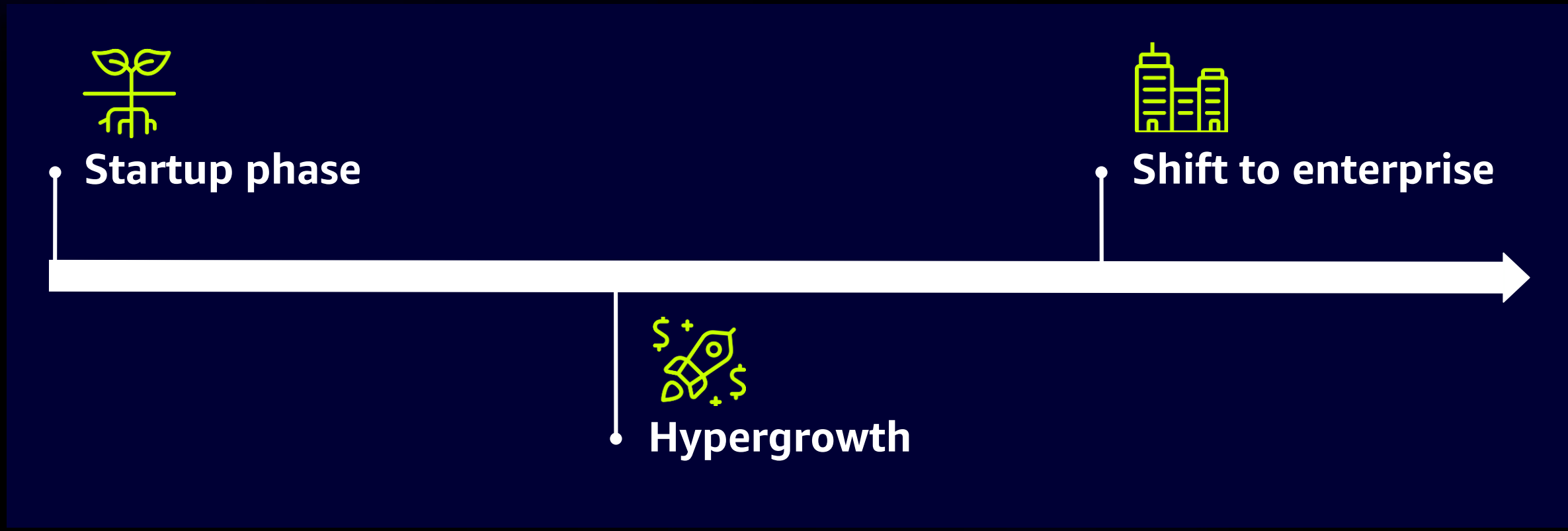
And that has helped us as we've scaled

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How we benefit

- Focus our resources on building software for customers
- We can win or fail fast as we innovate
- Visibility into our costs to understand ROI and optimize spend

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Better together

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So let’s revisit my sneaker shopping analogy

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Key takeaways

1. In today's online world, websites are the new storefront
2. The old way isn't working for buyers, OR sellers
3. Leading B2C brands are setting the tone, and buyers demand the same from their B2B experiences
4. Conversational Commerce can help businesses deliver the kind of quick, simple, and meaningful experiences that buyers want
5. AWS is helping businesses all over the world power the new age of business

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Download the latest State of Conversational Marketing Report

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Thank you!

David Cancel

@dcancel

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