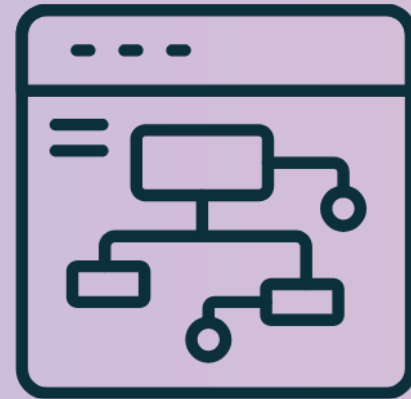




BRITTANY KEEGAN

FRictionless DEMO REQUESTS



Introduction

In B2B enterprise SaaS sales, every missed Demo Request is a missed pipeline opportunity. Recognizing this, I set out to turn a leaky website funnel into the highest-performing marketing channel.

At Redpoint Global, I owned the company website and was tasked with increasing lead generation from our highest-intent call-to-action: the “Request a Demo” button. Despite the strategic value of this CTA, form submissions were low and those that *did* come through were rarely converting to meetings or sales opportunities. As a challenger brand competing against major players like Salesforce, Oracle, and Adobe, we needed a web experience that could deliver results without relying on big-budget campaigns.

Role & Responsibilities

As a one-person Marketing Operations team, I led this project from end to end. I identified the issue, analyzed conversion drop-offs, built the strategic solution, collaborated with vendors, and fully owned implementation. While I partnered with Drift to explore platform capabilities, all discovery, decision-making, and execution were my responsibility.

Solution

Phase 1: Audit & Problem Identification

- Audited the existing experience: a static form with no confirmation, no real-time scheduling, and a delayed, manual follow-up process from Sales.
- Identified the lack of immediacy and feedback as key reasons for low conversion and meeting booking rates.

Phase 2: Chatbot Implementation & Early Learnings

- Replaced the static form with a Drift chatbot that qualified leads and enabled instant scheduling with sales reps.
- Monitored drop-off data and discovered users were abandoning the chat early, likely due to uncertainty about how long the process would take.

Phase 3: Audience Segmentation & Strategy Alignment

- Recognized two key behavioral segments:
 - Traditional form-preferring users (typically more senior, conservative buyers)
 - Bot-comfortable users (more junior, digital-native audiences)
- Worked directly with Drift to identify their FastLane product as an ideal solution to bridge both preference and maximize total conversion across segments.

Phase 4: Drift FastLane Rollout

- Moved quickly as an early adopter of FastLane to implement a hybrid experience:
 - Users completed a traditional form (improving transparency and reducing friction).
 - Upon submission, a Drift chatbot popped up with a real-time calendar, allowing users to instantly book a meeting with the appropriate sales rep.

Results

Quick Numbers

+52%

*increase in website-generated
marketing qualified leads (MQLs)*

#1

*converting campaign
in the entire funnel*

- Major lift in form-to-meeting and meeting-to-attended conversion rates.
- Created a consistent source of high-quality leads that sales reps called a “goldmine”.
- Transformed the “Request a Demo” button from an underperforming call-to-action (CTA) button to a revenue engine.

Skills & Tools Used

Skills

- Conversion strategy
- Root cause analysis
- Stakeholder alignment
- Behavioral analysis
- MarTech integration
- Conversion rate optimization (CRO)

Tools

- Drift - FastLane & chatbot configuration
- Pardot/Salesforce Account Engagement - form processing, lead scoring, & routing
- WordPress - site management & form embedding
- Google Analytics - web traffic & audience analysis
- Salesforce Marketing Cloud - lead assignment & relationship management



Conclusion

This project exemplifies how I use behavioral data, consumer-centric design, and tech stack orchestration to create digital experiences that don't just look good, they *drive revenue*.

Reach Out

For inquiries, speaking engagements, or consultations, email at brittany.r.keegan@gmail.com