



# In-App Survey and Salesforce Integration Drive New Leads for Upsells

## THE COMPANY

Endurance International Group Holdings, Inc. (em) Powers millions of small businesses worldwide with products and technology to enhance their online web presence, email marketing, mobile business solutions, and more. The Endurance family of brands includes: Constant Contact, Bluehost, HostGator, Domain.com and SiteBuilder, among others. Headquartered in Burlington, Massachusetts, Endurance employs over 3,600 people across the United States, Brazil, India and the Netherlands. For more information, visit: [www.endurance.com](http://www.endurance.com).

“Evergage makes it easy for us to segment and survey our user base so we can better understand their needs and respond to them in real time. And with a simple integration to Salesforce, we have been able to identify upsell opportunities and quickly inform our sales team for follow up.”



**Amy Kass**  
Customer Lifecycle Management  
Endurance International Group



**34% INCREASE**

IN UPSELL LEAD VOLUME FROM  
MARKETING-DRIVEN SOURCES



**INCREASED QUALITY**

AND SALES CONVERSIONS WITH  
SURVEY-DRIVEN LEADS



**GREATER EFFICIENCY**

THROUGH DATA INTEGRATION  
WITH SALESFORCE

## THE CHALLENGE

Several Endurance International Group (EIG) brands, such as HostGator, iPage and Bluehost, provide web hosting to customers. Visitors can sign up for a plan directly on the site and immediately get started building their own website. Some EIG customers were interested in building their own websites (a do-it-yourself approach), while others needed a do-it-for-me approach.

EIG wanted to identify these do-it-for-me customers in order to upsell them additional services. But since users can sign up without first speaking to a salesperson, EIG did not have an easy way to identify them.

## THE SOLUTION

EIG leverages Evergage to present new users with a progressive onboarding survey asking them a few simple questions about their website needs. When the survey is completed, the responses are captured and stored as part of the user's unique customer profile.

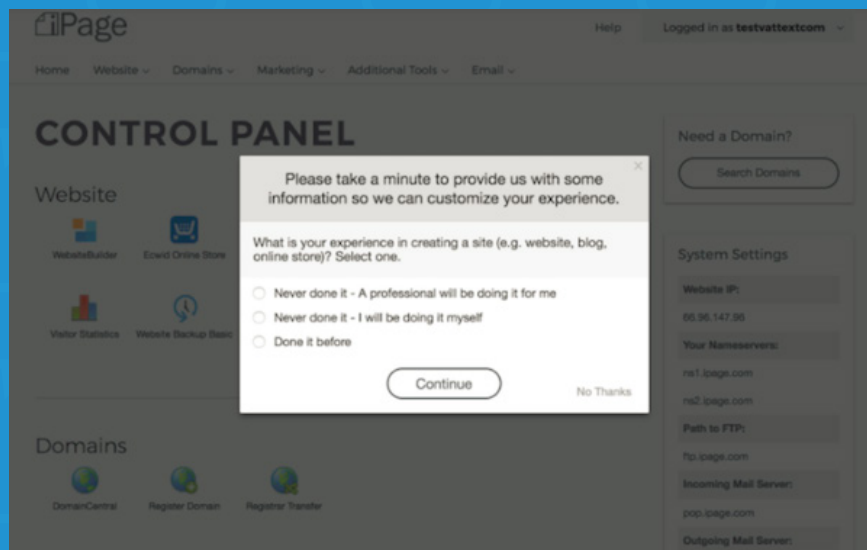
Through an integration with Salesforce, a real-time API call is made to Evergage to look for this survey response data in the user profile. If the data indicates that a user is a good candidate for an upsell, an opportunity is automatically created in Salesforce for the EIG sales team to follow up on.

EIG also uses Evergage to segment users according to their answers to the survey, and present real-time messages to increase overall product adoption.

## THE RESULTS

The survey quickly became a new and important lead source for EIG, and the integration with Salesforce enabled a highly efficient process for lead creation and follow-up. Since launching this program, EIG has increased overall upsell lead volume from marketing-driven sources by 34%. Additionally, the real-time nature of the data has led to these customers getting contacted by sales faster and being more responsive and more likely to convert.

Going forward, EIG plans to continue improving its onboarding survey campaigns through ongoing testing and iteration. The company also plans to send Evergage data to Salesforce Marketing Cloud to use for email segmentation and communications.



*EIG delivers a survey to first-time users to identify upsell opportunities, segment users and determine appropriate steps to help onboard them quickly and easily.*