



# How Gong Uses Drift to Revolutionize the Buying Experience and Accelerate Pipeline

**\$9M**

in pipeline  
influenced

**\$1.3M**

in closed-won  
influenced

**44%**

more meetings  
booked QoQ



## About Gong

**Gong** is the leading revenue intelligence platform for B2B sales teams enabling sales call recording and automated transcription to better understand sales top performers.

## The Challenge

Recently introducing the Revenue Intelligence category, Gong not only needed to truly educate their market but create an experience that would develop raving fans. Its existing chat solution did not have the capabilities they needed to drive pipeline, conversion and scale through rapid growth.

**“More and more marketers are figuring out that unbuttoning their collars and letting their hair down is actually good for business.”**

— **Udi Ledergor** Chief Marketing Officer at Gong



## The Solution

Drift's Revenue Acceleration Platform gives Gong a completely new way to engage their audience, in a more authentic and human way, communicating in a more conversational way that works for the buyer.

**“Almost immediately after enabling ABM for all our reps, we landed an on-the-spot meeting with a heavily prospected account because a Drift alert made it possible for a rep to be in the right place at the right time.”**

— **Vince Chan** Marketing Specialist at Gong

## The Results

Drift helped Gong create a better customer experience. The sales team is now much better positioned to drive revenue-focused goals like lead qualification, website conversion, and revenue. With Drift, Gong has seen:

1. **\$9 Million** in pipeline influenced
2. **\$1.3 Million** in closed-won influenced
3. **44%** More meetings booked QoQ with Drift Chat
4. **15%** More meetings QoQ with Drift Video

**“Drift isn’t just a tool. They’re a true partner that helps us strategize how we can use the Drift platform to accelerate revenue, increase meetings, and drive pipeline and conversion. We’ve definitely seen an important transformation.”**

— **Kyle Brown** Head of Marketing Operations at Gong