

ON24

ENGAGE AUDIENCES DIRECTLY ACROSS DIGITAL EXPERIENCES

NEW DRIFT INTEGRATION FOR ON24 ENGAGEMENT HUB AND ON24 TARGET

Every ON24 experience is built to deliver the most engagement opportunities for your audience allowing you to capture relevant and actionable data. Integrating conversational marketing or chatbot tools allows users to create unique playbooks of content journeys or connect sales reps directly with audiences. ON24 users can now add chatbots to Engagement Hub and Target content experiences to expand audience engagement. The first chatbot integration ON24 is offering is with market leader, Drift. Powered with these new integrations users now have the opportunity to build a unique content path, offer a direct connection with sales team and ultimately accelerate buyer journeys.

The screenshot displays a website interface for CloudTek Communications. At the top, the logo and name 'CloudTek Communications' are visible, along with the text 'Content Hub CloudTek World 2020'. The main header features a blue background with a woman in a pink dress holding a phone. The text reads: 'Want to get more out of your on-demand content? Look here to find the latest tips and tricks from CloudTek!'. Below this, a short paragraph describes a webinar and includes 'Watch Now' and 'Register' buttons.

The main content area is a grid of six cards:

- Turn your coat closet into a Recording Studio** (VIDEO): Mark gives you some incredible advice in this week's episode. Tune in to learn how to turn your tiny conference room into a real deal studio.
- How to take a lead in the Digital Content Marketing Revolution** (DOCUMENT): Whether in a team of 10 or a 100, you still need to work together to ensure the job gets done. We show you how to propel your team in the next 5 years to...
- GTM Plan Must Haves to Fill Your Pipeline** (DOCUMENT)
- Can CloudTek Help You?** (Form with a 'Yes!' button)
- Best practices for click-worthy content** (WEBCAST): Watch as we show you how to take "me" content and transform it into content that can be missed.
- How Work Marketers** (DOCUMENT): A chatbot interface with a profile for 'Steph Dang' and a message input field.

At the bottom, there is a 'Privacy Policy' link and the ON24 logo.

ACCELERATE JOURNEYS WITH PLAYBOOKS AND DIRECT CONNECTIONS

Connect leads directly with sales to accelerate buyer journeys	Create ongoing content journeys with curated playbooks	Promote and capture registrants for upcoming webinars
Quickly qualify and route leads to your sales team for direct connections to ensure their questions are answered immediately and to accelerate their buyer journeys.	Enable audiences who are on a self-defined journey of discovery and learning by offering chatbot playbooks that lead to your most relevant and impactful content.	Expand event registration opportunities by easily using a bot to capture event participant registration with one question and one click.

Adding Drift Code to ON24 Experiences

IN DRIFT

Each Drift account will have a unique identifier within the Drift Widget JavaScript. To locate this number, navigate to Settings > Drift Widget > Install > JavaScript. Within the JavaScript there is a unique alphanumeric ID located towards the bottom. Look for `drift.load` and the unique ID will be located within a set of parentheses.

IN ON24

Input that unique ID into the Drift Code field on the overview page for Engagement Hub and the attributes page for Target content landing pages. For Target pages, after you enter the Drift ID for your initial page, the Drift ID will be available for all subsequent Target pages. Simply click the “+” button and you’ll see the Drift ID as an option to select.

How and where to enter the drift.load ID.

Drift Chatbot Setup

Enter your unique Drift ID here:

Drift Code: (Use the alpha-numeric ID located at the bottom of the Drift JavaScript. Example: `drift.load ('binx9848dvar')`)

CONNECTING DRIFT PLAYBOOKS TO ON24 EXPERIENCES

In Drift, navigate to your desired playbook and within the ‘Targeting’ tab assign your Engagement Hub or Target content page URLs to the desired playbook.

Learn More About Drift

Visit the following links from Drift’s Help Guide to get started:

- [How to Get Started with Drift Quickly](#)
- [Getting Started with Conversational Marketing in Under an Hour](#)
- [Drift Firsts](#)