

ESET Earns \$100,000 in Q1 Revenue with Intelligent Live Chat

Background

For 30 years, ESET has been developing industry-leading IT security software and services for businesses and consumers worldwide. With solutions ranging from endpoint and mobile security to encryption and two-factor authentication, ESET's products give consumers and businesses the peace of mind to enjoy the full potential of their technology. ESET continues to enjoy significant growth, with a focus on the midsize and large enterprise marketplace.



Industry

Computer Software

Business

Antivirus and Internet Security Solutions

Challenge

ESET's marketing team has ambitious quotas to fulfill, making it critical to capture every possible source of revenue through the online store, inside sales, and other channels. The team knew they needed to improve visitor engagement and reduce cart abandonment rates. Several third-party applications were considered to help with these goals.

In the end, the company decided that building a chat channel would address these challenges. When weighing the cost of internal development versus outsourcing the project, ESET determined it would be practical to seek an outside solution. MarketLinc's intelligent live chat has integrated well with ESET's sales team.

“...we're measured on revenue and revenue generation, and we've been asked to grow substantially year-over-year. We couldn't afford to leave any untapped revenue sources on the table.”

— STEPHAN BRISARD, DIRECTOR OF DEMAND GENERATION & PRODUCT MARKETING, ESET

Results

\$100,000+

in revenue for strongest Q1 in 3 years

Increased the Average Order Value (AOV)

Exceeded revenue quotas for 5 consecutive months

Increased upselling to higher-tier products



The Solution — MarkeLinc's Intelligent Live Chat

After evaluating several options, ESET selected MarketLinc's Intelligent Live Chat solution because it:

- ✔ Included a fully managed turnkey end-to-end solution.
- ✔ Integrated with ESET's Adobe Analytics, providing third-party validation of MarketLinc's revenue contribution.
- ✔ Made use of highly skilled, dedicated sales resources instead of diverting limited internal resources.
- ✔ Used personalized and contextually appropriate engagement for different customer flows.
- ✔ Assisted with collecting feedback and questions from visitor engagement.
- ✔ Operated on a pay-for-performance model that was cost-effective and practical.
- ✔ Offered a highly scalable platform that integrated with existing technology and tools.

“ Now we can engage with customers on their journey to buy, improving their experience and providing opportunities to upsell our products. As a result, we've captured revenue we otherwise would have missed. ”



The Implementation — Pilot and Roll-out

ESET's marketing team needed a strong close to the year, so it was critical to get the live chat solution up quickly. MarketLinc's professionals worked hard to meet project deadlines and the system was live exactly two months from initial project kick-off.

The live chat solution has become a critical tool for ESET's marketing team, helping them surpass monthly quotas and gain insight on how to continually optimize their website as a source of revenue. After less than a year, ESET has realized significant benefits, including:

- ✔ \$100,000 in revenue for the strongest Q1 in 3 years
- ✔ Exceeded revenue quotas for 5 consecutive months
- ✔ Geographical expansion of live chat into Canada
- ✔ Extending hours of operation beyond standard U.S. business hours

“ The entire team at MarketLinc were exceptionally professional and patient, answering every question and ensuring we had a successful implementation— and we met our deadline. ”





Highlights and Value-Added Benefits

Insights for the Enterprise

With MarketLinc, ESET has gained intelligence on topics such as product perception and common technical questions—critical information to guide product improvements and help support and address relevant issues.

Improved Website

Feedback from customers through live chat transcripts has helped ESET optimize the website.

Geographical Expansion

The success with MarketLinc in the United States inspired ESET to offer live chat to its Canadian customers. Expanding this service creates significant new opportunities for raising revenue in that country.

A Better Buying Experience

Intelligent live chat guides thousands of customers through the ESET website, provides product information, and assists with the purchasing process. This enhanced level of engagement helped ESET realize \$100,000 in incremental revenue in the first quarter of 2018.

“Thanks to MarketLinc, we quickly increased revenue and surpassed eCommerce quotas. By engaging customers through MarketLinc’s live chat solution, we have more upsell opportunities and can better understand how to optimize the buying experience.”

The MarketLinc Intelligent Live Chat Solution enables businesses to capture up to 20% more revenue. Our real-time, managed solution delivers everything your business needs—advanced targeting analytics, proactive live chat software, expertly-skilled live sales assistants, and performance attribution reporting—to rapidly increase conversion rates, decrease abandonment rates, and maximize your ROI.

MarketLinc

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