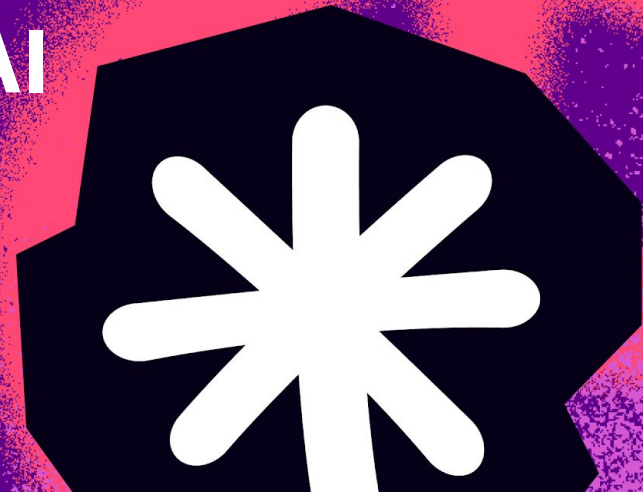




PENDO 
MONIUM
2024

PENDOMONIUM 2024

**Meet your customers
wherever they are with
Pendo Orchestrate and AI**





**Michelle
Grupinski**

Product Adoption (& PM!),
Pendo



**Nichole
Mace**

SVP Product,
Pendo



**Erica
Akroyd**

Director of Education,
Pendo



Start with the why.



Growth



Engagement → Growth



**Personalized messaging →
Engagement → Growth**



**So... what's so
complicated?**



Engaging users is hard



Getting users to try new features



Improving product adoption



Engaging with users who don't actively use your software



Existing tools fall short

Most product teams rely on a combination of marketing tools and product analytics to drive user engagement.

However, this process:



Isn't designed for product outcomes



Requires time-consuming coordination across teams



Doesn't support personalization at scale

Personalization works

The best teams influence user behavior by sending the right message at the right time.

In-app guides have helped, but they're **not enough** on their own...

Personalized messaging leads to:



Higher engagement rates



Increased conversions



Greater user satisfaction



Let's paint the pain



Living the problem at:

LastPass ●●●|



**33
MILLION
USERS**

LastPass Personal Business Partners Support Log In Contact Sales Get LastPass Free

Business

Access and protect your devices, from any location.

Free trial for all plans available.

Business





Designed for businesses of all sizes, from small startups to enterprises.

Try Business free

Personal

Premium, multi-device password management and sharing for 1 person.

Try Personal free

Millions     100,000+

PENDOMONIUM 2024



Living the problem at:



BevSpot



Living the problem at:



While the results from multi-channel onboarding were amazing...

dashboards

Dashboards

Recently Viewed

Welcome to Pendo

Understanding your product is about to get a whole lot easier.

See how Pendo can help you answer critical product questions and understand what's really going on with your users.

Show me around Skip tour

Name	Description	Created By	Last Updated By	Last Updated On
Education...	No description	erica@pendo.io	erica@pendo.io	Dec 20, 2023 2:06:59 PM EST
Analytics ...	Dashboard to track KPIs for FY24	ryan.salomon@pendo.io	ryan.salomon@pendo.io	Dec 20, 2023 10:25:25 AM EST

pendo

As a Customer Success professional, it's more important than ever before to monitor customer usage trends, engage users at scale, and measure sentiment in order to mitigate churn risk.

So, where to start? We've got plenty of resources to help you leverage Pendo effectively for key objectives such as onboarding and continued education, measuring customer health, and gathering customer sentiment.

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[Register now](#)

3x
retention

The process to getting there, was not



Onboarding: Analytics use case

Created by erica@pendo.io
3 eligible visitors
Guide eligible

[Edit Segment](#) [Copy](#) [Trash](#)

Eligible Visitors (3) **Details**

DESCRIPTION

Cohort of users who said "see my product data" was their job to be done.

SEGMENT RULES

- Identified Visitors Only
- First Visit within last 1 days
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- use_case is equal to See my product data
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1. Visitor in Report in Pendo

2. Send Email in SendGrid

zapier

pendo

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Uncover user behavior insights
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Learn from an expert
Want to learn how to use these reports from an expert? **Join us for our live beginner's guide to analytics training**, where you'll learn about all the amazing things you can do with Pendo analytics!

[Sign up now](#)

SendGrid



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With an extremely manual workflow, spanning across three tools...



**Scaling was
a challenge**



**Iteration was
impossible**



**It's time for a simpler way
to drive user engagement.**

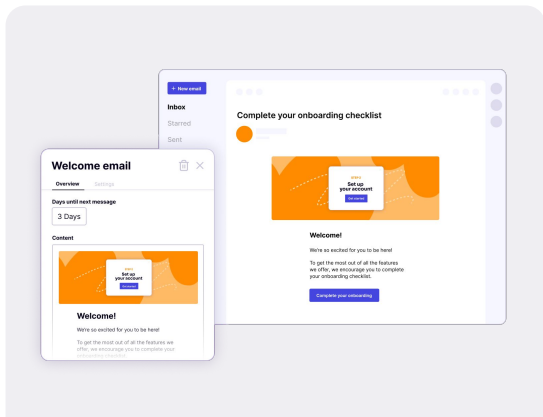
Meet Pendo Orchestrator

Combine in-app guides, email, and AI-powered product data for the communications your users want, and the outcomes you need. All in Pendo One.

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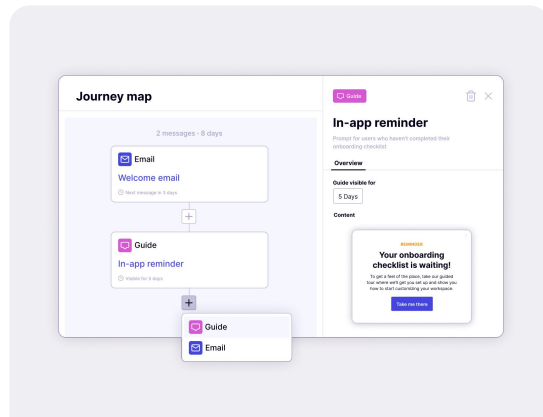


How does Orchestrate work?



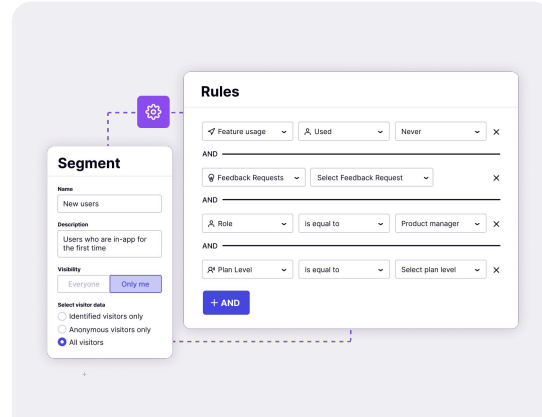
Email

Engage and inspire your users, even if they're not logged in, with easy-to-use email tools.



Journey builder

Create cohesive communication experiences, in-app and out, by connecting guides and email.



Automation

Streamline workflows and give every user a personalized experience, powered by user behavior.

Simplify customer engagement with messaging journeys, powered by product data.



Show me the product...

Email



New email 9/13 @ 12:21 PM

Save Layout Send Text Email Exit Save Alerts

Building Blocks

GENERAL

- Text
- Button
- Horizontal Line

MEDIA

- Image

Day hello to automated messaging journeys

With your access to the Orchestrate beta you can easily build and automate behavior-based messaging journeys across channels.

Build a journey today to onboard new users, promote a new feature, or do what we're doing right now and use journeys to drive beta adoption. The possibilities are endless!

[Build my journey](#)

Have questions about using Orchestrate or need help getting started? Let us know by [filling out this form](#) and a member of our team will be in touch.

Powered by Orchestrate

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301 Hillsborough Street, Raleigh, NC 27603
[Unsubscribe](#)

Simple-to-use
email designer

Turn-key
reporting

Email | Day 01

Pendo One | Orchestrate | Journeys | Journey map

Results

Everyone | Last 30 Days

Overview

Total sends [ⓘ] 304	Delivery rate [ⓘ] 99% 300 out of 304 emails	Unique open rate [ⓘ] 65% 197 out of 304 emails	Unique click rate [ⓘ] 33% 99 out of 304 emails
Click-to-open rate [ⓘ] 50% 99 out of 197 emails	Unsubscribe rate [ⓘ] 0% 0 out of 304 emails	Spam rate [ⓘ] 0% 0 out of 304 emails	Bounce rate [ⓘ] 3% 9 out of 304 emails

Email Activity (304) Sent [ⓘ]

Visitor ID [ⓘ] Date [ⓘ]

Journey builder



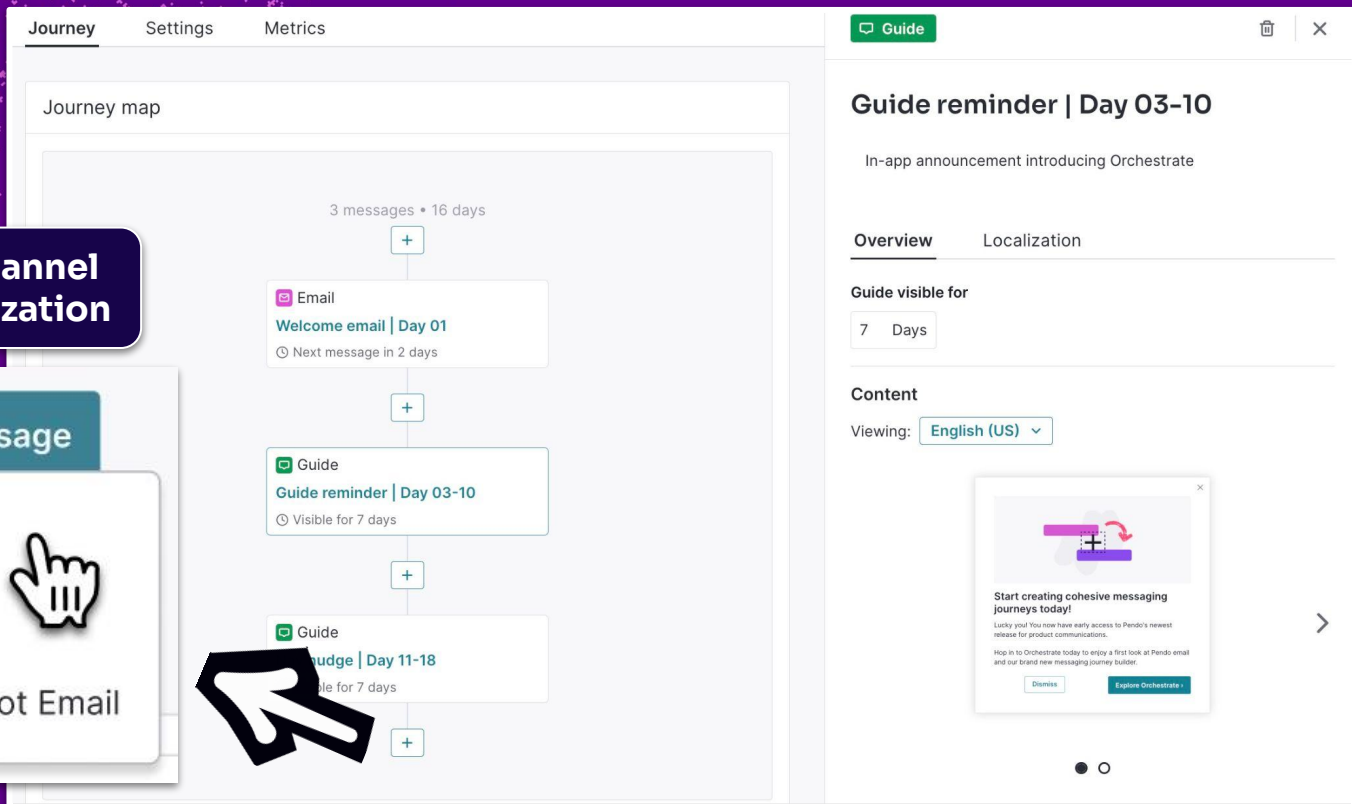
**Cross-channel
synchronization**

+ Add message

 Guide

 Email

 HubSpot Email



The screenshot displays the Journey Builder interface. At the top, there are tabs for 'Journey', 'Settings', and 'Metrics'. The main area is titled 'Journey map' and shows a vertical flow of three messages over 16 days:

- Message 1:** Email - 'Welcome email | Day 01' with a note 'Next message in 2 days'.
- Message 2:** Guide - 'Guide reminder | Day 03-10' with a note 'Visible for 7 days'.
- Message 3:** Guide - 'Judge | Day 11-18' with a note 'Visible for 7 days'.

On the right, a configuration panel for the selected 'Guide reminder' message is shown. It includes tabs for 'Overview' and 'Localization'. Under 'Overview', it specifies 'Guide visible for 7 Days'. Under 'Content', it shows 'Viewing: English (US)'. A preview of the message content is visible, featuring a graphic with a plus sign and a red arrow, and text that reads: 'Start creating cohesive messaging journeys today! Lucky you! You now have early access to Pendo's newest release for product communications. Hop in to Orchestrate today to enjoy a first look at Pendo email and our brand new messaging journey builder.' There are 'Dismiss' and 'Explore Orchestrate' buttons at the bottom of the preview.

Automation



Segment

Name:

Description:

Visibility: Everyone Only me

Select visitor data:
 Identified visitors only
 Anonymous visitors only
 All visitors

Rules

Feature usage X

AND

Feedback Requests X

AND

Role X

AND

Plan Level X

+ AND

Journey goal

Define journey goal

Select target

Orchestrate | Journeys | Create Journey Button

Journeys automatically START when users meet criteria

Journeys automatically STOP when users achieve goals

AI



The image shows two overlapping screenshots from the Pendo platform. The left screenshot is the 'Insights' page, featuring a sidebar with navigation icons and a main content area with 'Top insights' and 'Next steps'. A red box highlights the 'Next steps' section, which includes a card for 'Craft a cross-channel journey for this event' and another for 'Segment accounts that didn't interact with the event'. A red arrow points from this section to the right screenshot. The right screenshot is the 'Adoption Journey' page for 'Acme CRM', showing a 'Journey map' with three steps: a 'Guide' (9/20 @ 8:18 AM), another 'Guide' (9/20 @ 8:44 AM), and an 'Email' (9/20 @ 3:28 PM). A red box highlights the first 'Guide' step.

Localize content with ease

The image shows a localization interface with two language options: 'Japanese' and 'Spanish'. For each language, there are two buttons: 'Translate' (with a crossed-out icon) and 'Import'. A hand cursor icon is positioned over the 'Translate' button for the Japanese language.

Start with AI insights

Results



Journeys > New journey

Amazing New Feature release journey

pendo-internal Last update by courtney.kyle@pendo.io on 5/18/2023 at 11:43 AM EDT

Add a description

Journey Settings **Metrics**

May 29, 2024 - Jul 10, 2024

- Since journey creation
- Today
- Yesterday
- Last 7 days
- Last 30 days**
- Last 90 days
- Last 180 days
- Custom range

Engaged with journey	Achieved goal after engaging with journey
80% 800 out of 1,003 visitors	64% 560 out of 800 visitors

Journey breakdown

Message name	Opened or viewed	Clicked	Achieved goal	% Achieved goal
Guide A	800	500	20	2%
Email B	500	250	10	4%
Guide C	500	200	5	2%
Management	-	-	-	-

Product outcomes

Message engagement



Put it all together...

Where we started...



Onboarding: Analytics use case

Created by erica@pendo.io
3 eligible visitors
Guide eligible

[Edit Segment](#) [Copy](#) [Trash](#)

Eligible Visitors (3) **Details**

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[Sign up now](#)

SendGrid



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And now, with Orchestrate!



Built and segmented in Pendo!

Email

Persona: Customer Success


Add a description

Overview Settings

Days until next message

1 Day

Content



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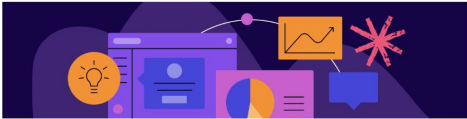
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[Send a test email](#)

Gmail

Chantie Nguyen sha...
Julie Benjamin...
Maddy Snyder...
Zoom App Mar...
Kinside...
Calendly...
me, Adam 3...
Laura Horton 3...
Ke Lou (Jira) 2...
Maddy Snyder...
Skilljar Support...



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[Unsubscribe](#)

Skilljar Support ticket 57311 (Urgent) Pendo Admin - New Credly + Skilljar trigger for badge has been ma...

View results in Pendo!

Overview			
Total sends	Delivery rate	Unique open rate	Unique click rate
682	100% 679 out of 682 emails	59% 402 out of 682 emails	37% 254 out of 682 emails

What makes Orchestrate unique?



Built for product outcomes

Tie message engagement to in-app behavior to measure impact and drive growth.

Align in- and out-of-app experiences to shape user behavior.

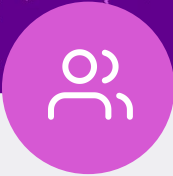


Powered by user behavior

Automatically start and stop messaging journeys based on user action.

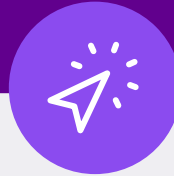
Personalize communication across channels based on metadata.

What outcomes get easier with Orchestrate?



Onboard new users

Create personalized, cross-channel welcome experiences that will activate your users and get them to value fast.



Drive adoption

From announcing new features to catching users who've abandoned workflows, ensure your customers aren't leaving value on the table.



Reduce churn

Connect with inactive users outside the app to re-engage their interest and win them back, before they go cold.



**What outcomes can Orchestrate
make easier for YOU?**

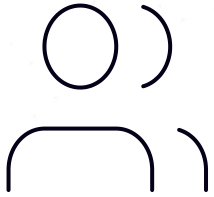


**Turn to the people to your left
and right, and get to thinking...**

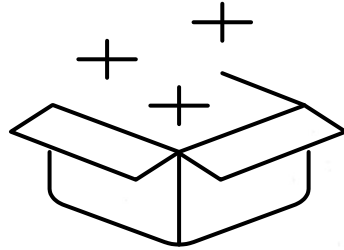
*What engagement efforts would
YOU simplify if your email, in-app
guides and product data were all in
one workflow?*



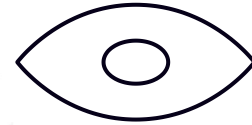
There's even more in store



More Personalization



More Channels



AI Assist



SPECIAL PENDOMONIUM OFFER

Get 30% off

Pendo Orchestrate

Exclusive to Pendomonium attendees

Purchase by **November 15**

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Thank you!

Make sure to stop by
our booth!

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