



PENDO 
MONIUM
2024

PENDOMONIUM 2024

Pendo as culture catalyst:

**Accelerating PLG transition
by building bridges**



Introductions



JR Harrell
SVP Product
Design & Strategy



Andy Krueger
Director, Product
Design

Agenda

1. Datasite background
2. Pendo rollout
3. Pendo adoption
4. Pendo ascension
5. Q&A

Datasite background



MERRILL DATASITE® Preferences Help Chat Dashboard Log Off

Index Q&A Forum Content Manager Session Locks Users Reports Settings Search

View Index Up View Print Download Add to Favorites

DS Demo Renter
Favorites
IPO Option
New Documents
FAQ Frequently Asked Questions (FAQ)
FAQ.21 Project Blue Phoenix
2 Corporate Overview
3 Financial & Tax Matters
4 Human Resources
5 Contracts/Agreements
6 Management
7 Litigation
8 Manufacturing
9 Property
10 Marketing
11 Environmental Matters
12 Information Technology
Sale Option
Internal Collaboration #1
Brand New File Cabinet

Folders Available for Review

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Index ▲	Title	Pag...		File Type	Load Date
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FAQ.1	SoundSmith Aida (Blue)	1		jpg	16-Mar-2011 14:05
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FAQ.2	SoundSmith Aida (Red)	1		jpg	16-Mar-2011 14:05
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FAQ.2b	Media Room	4		pdf	16-Oct-2013 11:02
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FAQ.4	Introduction to DataSite	12		pdf	21-Apr-2014 10:24
<input type="checkbox"/>	<input checked="" type="checkbox"/>	★ FAQ.5	Security and Exchange	1109		pdf	23-Apr-2015 9:51
<input type="checkbox"/>	<input checked="" type="checkbox"/>	★ FAQ.6	Document - JPG Image	1		jpg	4-May-2015 17:44
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FAQ.12	Business Card	1		jpg	16-Feb-2016 13:37
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FAQ.13	DataSite	13		pptx	14-Apr-2016 11:24
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FAQ.15	Strategic Tools to Optimize the Due Diligence Process	16		pptx	29-Nov-2016 17:36
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FAQ.16	DataSite Written Test	1		pdf	28-Mar-2017 10:11
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FAQ.17	Dan's Business Card	1		jpg	27-Apr-2017 17:27
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FAQ.18	Strategic Tools to Optimize the Due Diligence Process	17		pptx	19-Jun-2017 11:14
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FAQ.19	DataSite Differentiators (Comparison)	2		pptx	19-Jun-2017 11:14
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FAQ.20	DataSite Differentiators (Enhanced)	6		pptx	19-Jun-2017 11:14
<input type="checkbox"/>	<input type="checkbox"/>	FAQ.21	Project Blue Phoenix				22-Aug-2017 14:42

Page 1 of 1 Results per page: 25 Displaying results 1 - 15 of 15

DS Demo Renter / <nicholas.renter@merrillcorp.com> - Project time in CDT

Datasite background



Datasite Dilligence Home > Projects > Project Alpha > Contracts & Agreements

Chat Help Andy Krueger Search

Documents

- Shortcuts
 - New
 - Inbox
 - Favorites
 - Processing
 - Action Required
 - Downloads
 - Recycle Bin
- Sandbox
 - Staging Folder
- Index
 - Project Romeo
 - Project Alpha
 - (1) Financial
 - (2) Financial & Tax Matters
 - (2.1) Financial Statements
 - (2.2) Taxes
 - (3) Human Resources
 - (4) Contracts & Agreements
 - (4.1) Clean Documents
 - (4.2) License Agreements
 - (4.3) Redacted Documents
 - (4.4) General Information
 - (5) Environmental Matters
 - (6) Shareholder Information

III Details & Actions

III Columns

III Filters

	Index	Name	Type	Status	Categories Identified by AI	Folder Suggestions
4.1	Clean Documents	Folder	Published			
4.2	License Agreements	Folder	Published			
4.3	Redacted Documents	Folder	Published			
4.4	General Information	Folder	Published			
4.5	3.3.17_Hilton Hotels Agreement	pdf	Published	Contracts	No matching folder found	
4.6	3.3.19_IBM Agreement	pdf	Published	Contracts	No matching folder found	
4.7	3.3.4_Caterpillar Agreement	pdf	Published	Contracts	No matching folder found	
4.8	3.3.7_DirectV Agreement	pdf	Published	Contracts	No matching folder found	
4.9	3.3.7_DirectV Agreement	pdf	Published	Contracts	No matching folder found	
4.10	3.3.4_Caterpillar Agreement	pdf	Published	Contracts	No matching folder found	
4.11	1.6.3.1.1_Test C_Agreement - Copy	pdf	Published	Contracts	No matching folder found	
4.12	1.6.3.1.2_Test Company Inc. Agree...	pdf	Published	Contracts	No matching folder found	
4.13	1.6.3.1.3_XYZ LLP Agreement - Copy	pdf	Published	Contracts	No matching folder found	
4.14	1.6.3.1.4_XYZ LLP Agreement	pdf	Published	Contracts	No matching folder found	
4.15	1.6.3.1.1_Test C_Agreement - Copy	pdf	Published	Contracts	No matching folder found	
4.16	1.6.3.1.2_Test Company Inc. Agree...	pdf	Published	Contracts	No matching folder found	
4.17	1.6.3.1.3_XYZ LLP Agreement - Copy	pdf	Published	Contracts	No matching folder found	
4.18	1.6.3.1.4_XYZ LLP Agreement	pdf	Published	Contracts	No matching folder found	

Datasite background

■ Core product & users

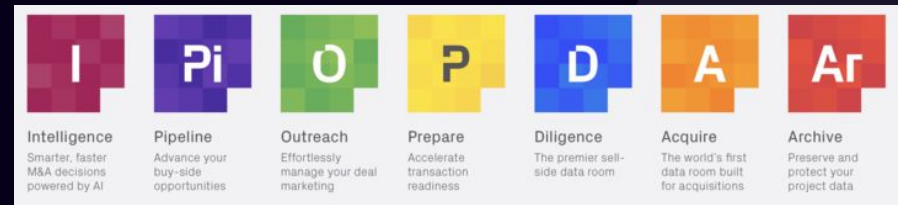
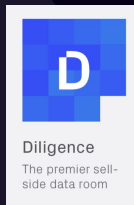
■ Past:

- B2B
- Sales led
- Transactional
- Disparate data (silos)
- Collaboration-hungry

■ New products & users

■ Future:

- + B2C
- + Product led
- + Recurring/subscription
- + One source of truth
- + Collaborative





Pendo Rollout (late 2021)

Experimentation



- **Initial goal: Better in-app guides**
- **Key partners involved in evaluation & implementation**
- **UX-led rollout**
 - Tagging
 - Guides
 - Reporting
- **Invited everyone to play**

Onboarding guides are key to PLG

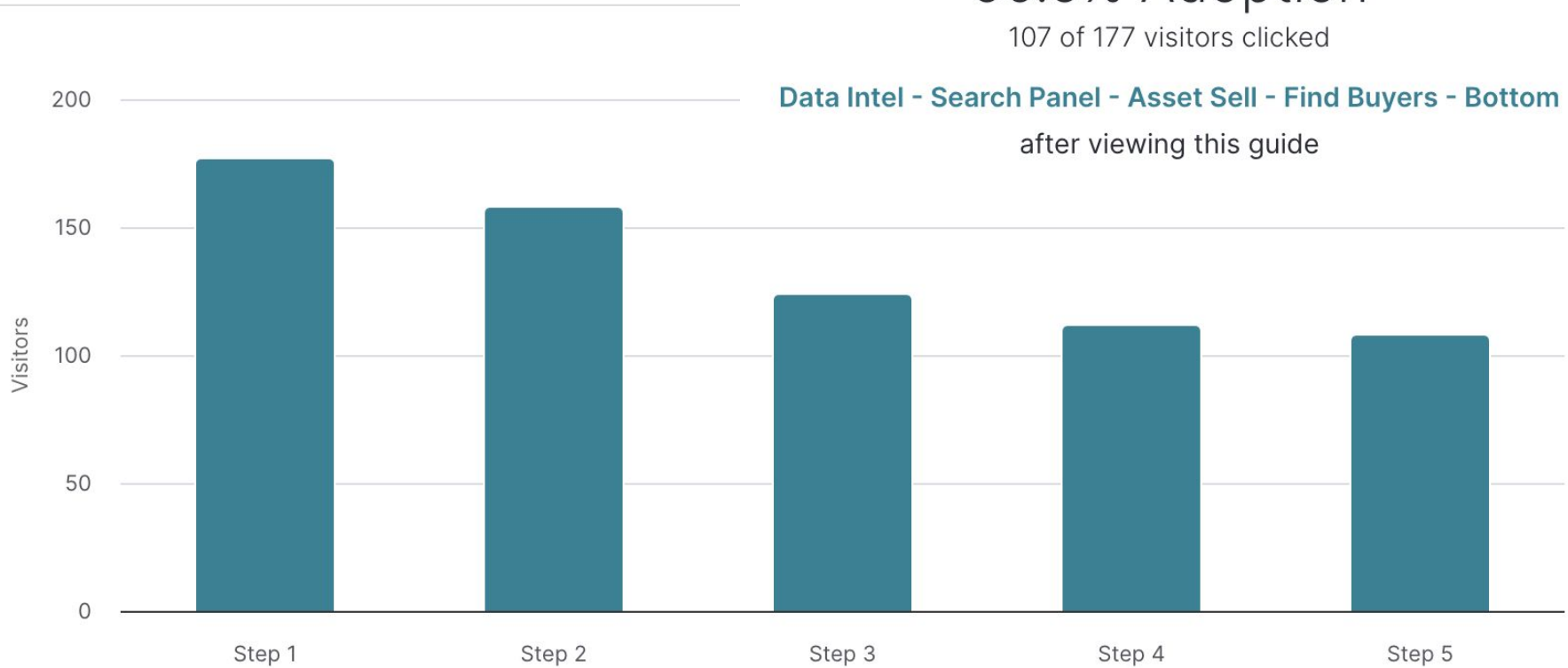
Before: 1-on-1 phone training on how to use a new app (30 min)

- Scheduled w/ Project Pro
- "Sign up for a demo"
- Manual 1-on-1 process

After: Time to "aha" moment with Pendo onboarding guide (3 min)

- Self-service
- "Try it now!"
- 10x more trial users

Visitors Per Guide Step



92% engage (advance guide)

63% complete guide



Pendo Adoption (2022-2023)

Evangelism



- **Quick answers to FAQs**

- How many visitors use a given feature or page?
- Who are the top users of this feature/page?
- How much time do users spend on this page?

- **Dashboards for more complex/ongoing efforts**

- **Channels:**

- Slack #pendo
- Adoption Tiger Team
- Viva Engage

Massive time savings via Pendo reporting

Customer Success was manually pulling data for 4 events across 56 accounts.

This took hours of work on a weekly basis!

We built a Data Explorer report so they can:

- Get all the totals in one place
- Easily see trends
- Filter by segment for account-specific data

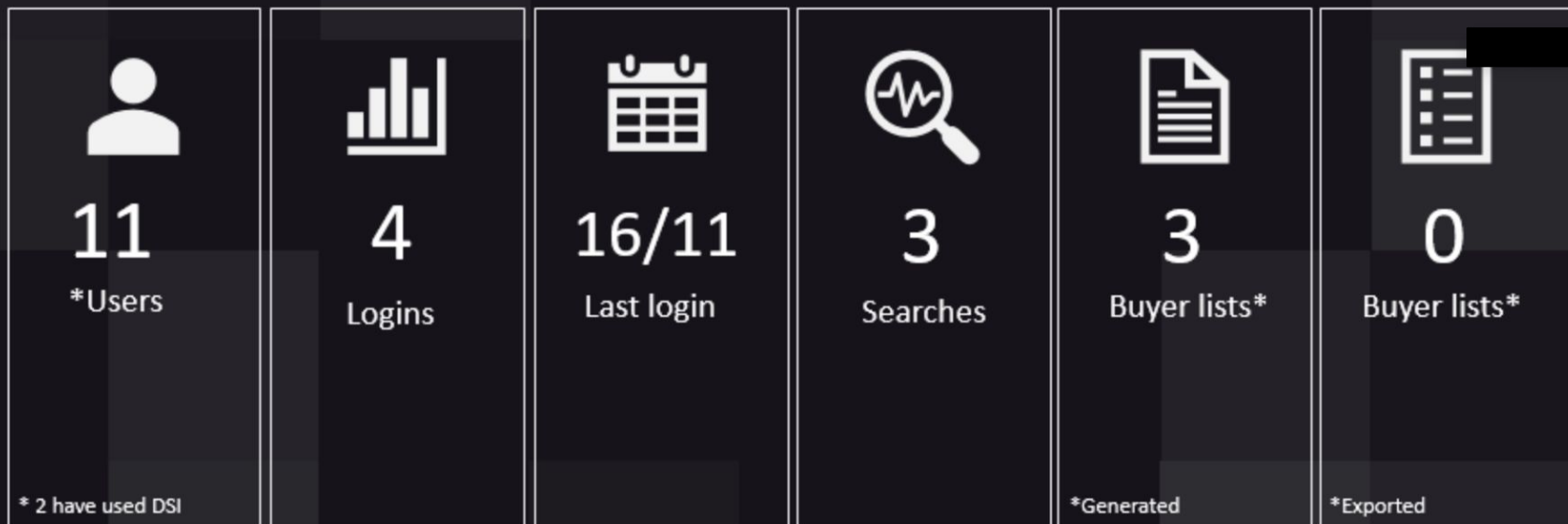
Users:

Low Performance Low
Quality Results

Datasite Intelligence

30 days free trial | 15th November – 15th December

Seller: [Redacted]



PLG Intel Engagement

Owned by you.lee@datasite.com

Add a description

[Share](#) [Add to dashboard](#)
Segment is [Select Segment](#) [Add Filter](#)[Clear Filters](#)

Tracking Intel PLG Launch

Track the engagement of users who have discovered and tried Data Intel from the Apps & Website since PLG release (June 5th)

1. Awareness

Users who have clicked "Try" from the Apps page.



Try Now from Apps

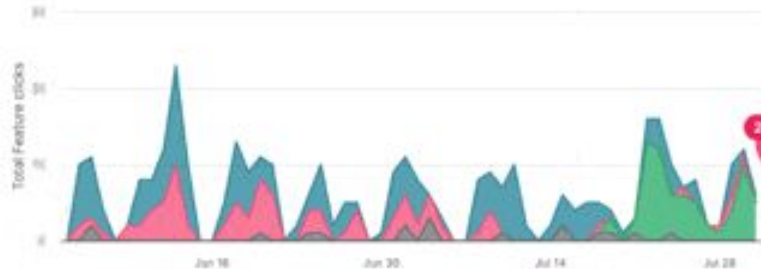
[View full report](#)
[Custom](#) [Weekly](#) [External Users](#) [Top 10 values](#) [All Accounts](#)

Number of unique visitors with Feature clicks



● Apps/All Apps/Intelligence/Try Now
 ● Apps/All Apps/Featured/Intelligence/Try Now

Try Now from Apps Overtime

[View full report](#)
[Custom](#) [Daily](#) [External Users](#) [Top 10 values](#) [All Accounts](#)


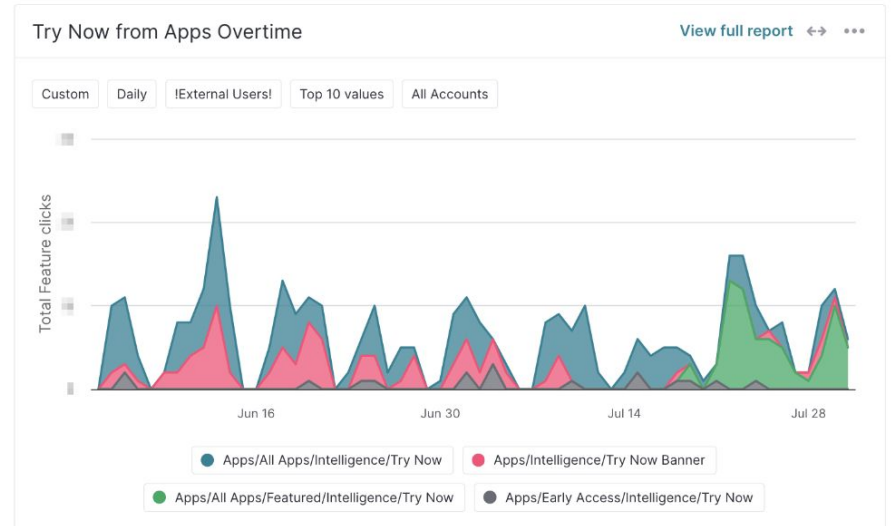
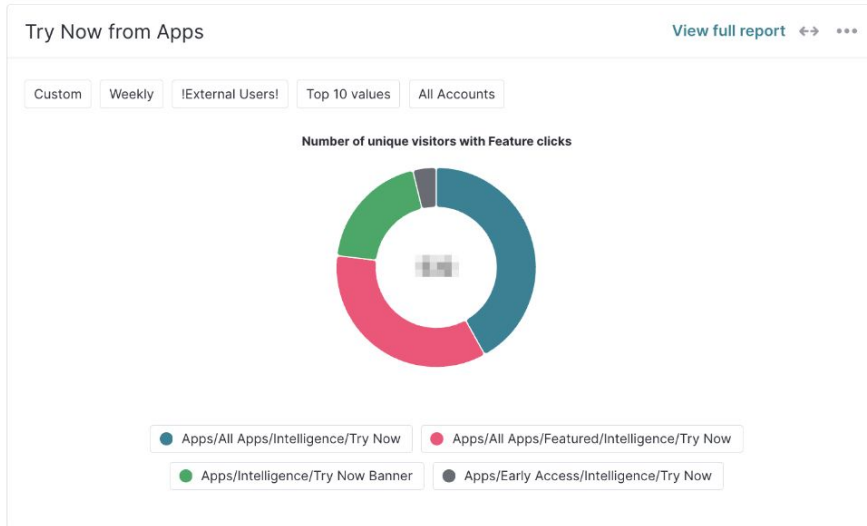
● Apps/All Apps/Intelligence/Try Now
 ● Apps/Intelligence/Try Now Banner

Tracking Intel PLG Launch

Track the engagement of users who have discovered and tried Data Intel from the Apps & Website since PLG release (June 5th)

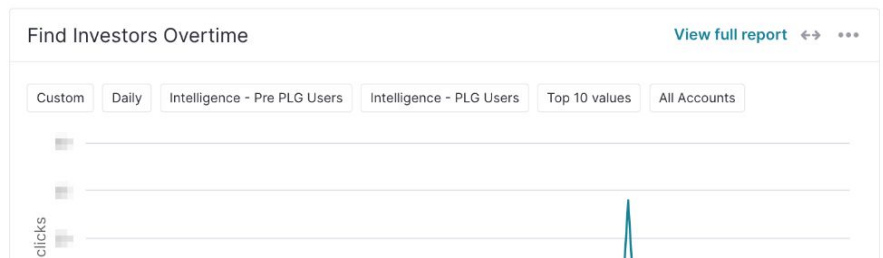
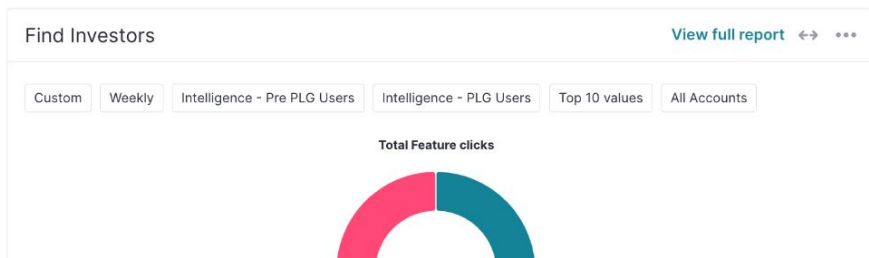
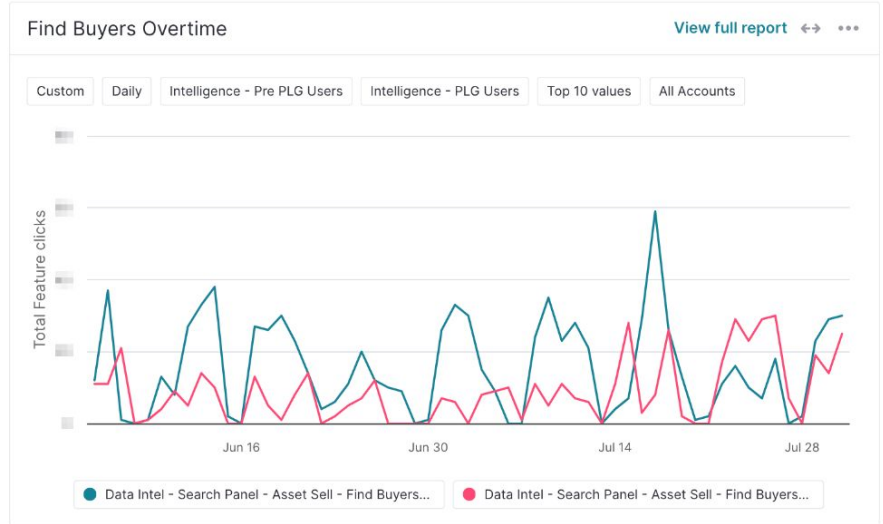
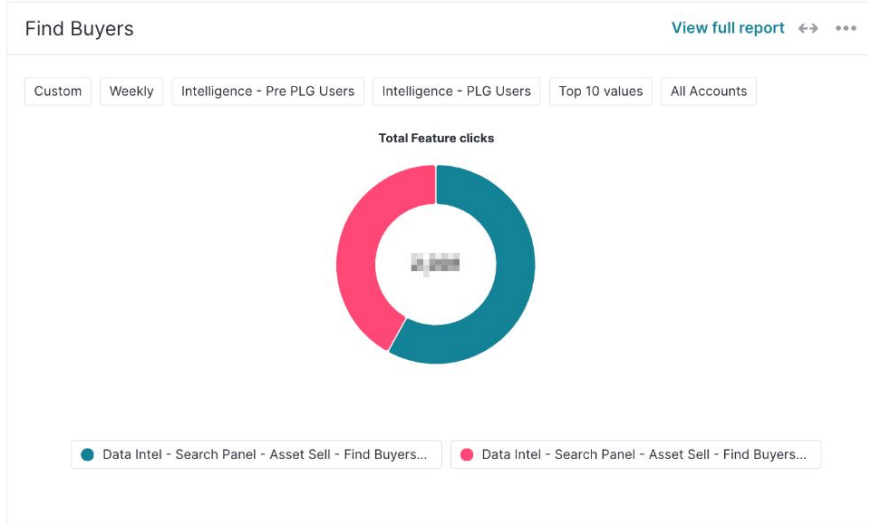
1. Awareness

Users who have clicked "Try" from the Apps page.



2. Aha Moment

Users who have clicked on "Find Buyers" and "Find Investors"



3. Habits Moments & Retention

Users who are using features that encourage stickiness

- Saved Searches & Alerts
- Saved Lists
- Export Buyer Lists & Tear Sheets

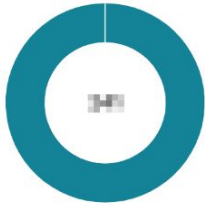
Saved Searches

Save Search Clicks

[View full report](#) ↔ ⋮

Last 180 Days Weekly !External Users! Top 10 values All Accounts

Total Feature clicks

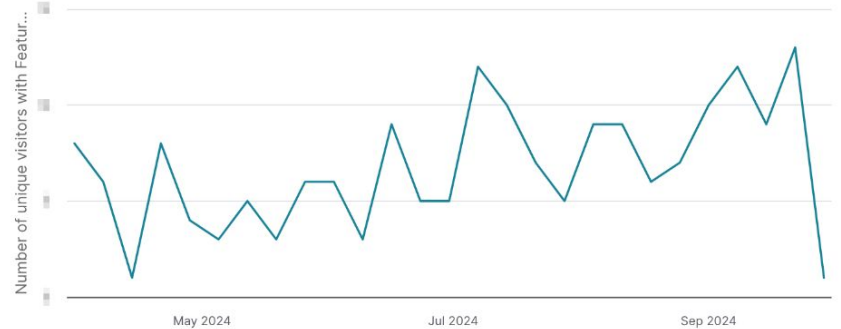


● Data Intel/Save Search/Save

Save Search Users Overtime

[View full report](#) ↔ ⋮

Last 180 Days Weekly !External Users! Top 10 values All Accounts



● Data Intel/Save Search/Save

Dashboards drove “New Look” rollout

If users switched back to the old experience, we immediately displayed a Pendo guide asking why.

- 21% responded to the poll
- 10% provided text feedback

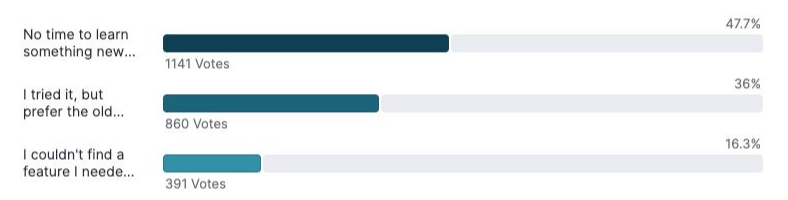
We shared a Pendo Dashboard with the cross-discipline team managing the release.

- Survey feedback (qual & quant)
- % of visitors who returned to old look over time

Poll Results (New Look Toggle Feedback - 3/20/23) View guide details ↔ ⋮

All Time | External Users | All Accounts

Why are you switching back to the previous look?
 2392 Responses · 10993 Visitors Seen · 2391 Unique Responses · 22% Response Rate



Poll Results (New Look Toggle Feedback - 3/20/23) View guide details ↔ ⋮

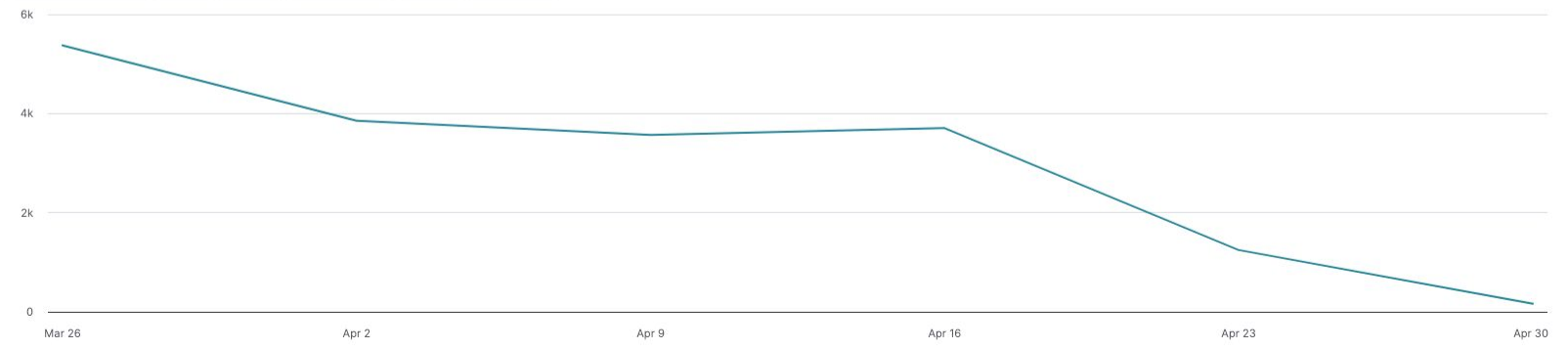
All Time | External Users | All Accounts

Other:
 246 Responses · 10993 Visitors Seen · 246 Unique Responses · 2% Response Rate

- O novo layout está lento, demorando muito para executar as ações.
[6d2205f1-0b4d-4ed5-973d-c04e15b83bc6](#)
 May 24, 2023 · 5:38:51 PM EDT
- The newer layout is way slower when switching folders
[9e3ff56d-9d25-448b-99bf-90581d671c8d](#)
 May 11, 2023 · 7:29:01 PM EDT
- dont like new look
[3472d523-0d70-45f2-b7bc-cf46d75960e7](#)
 May 11, 2023 · 5:51:31 PM EDT
- Analytics is not displaying activity for all users
[a21cd515-5a6c-46ab-a75e-04ef08e33033](#)
 May 11, 2023 · 5:42:05 PM EDT

Page/Feature Use Over Time View all visitors ↔ ⋮

Mar 27 - May 5, 2023 | Weekly | Visitors | External Users | All Apps | All Accounts

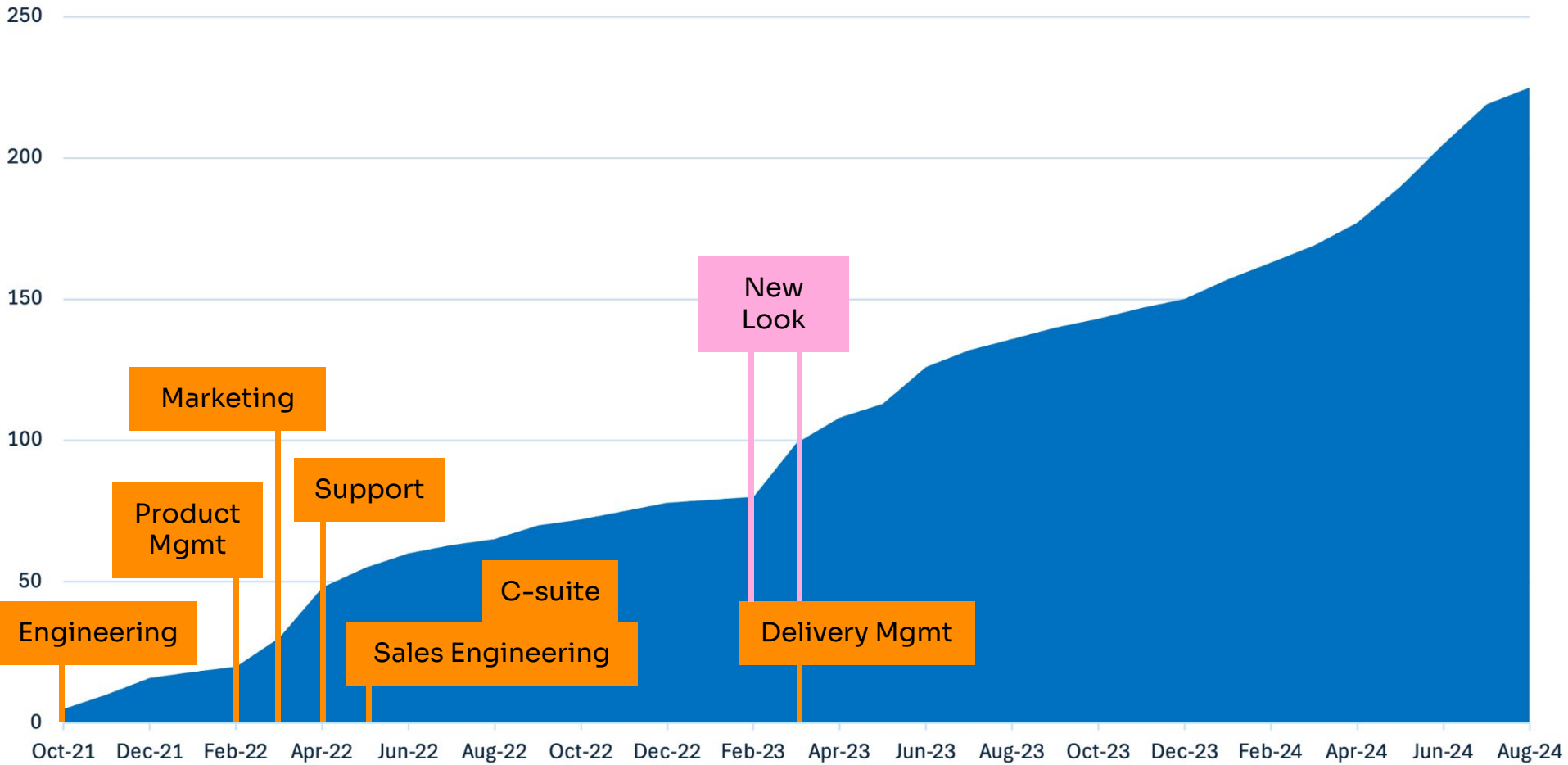




This shared dashboard was a powerful "source of truth" for stakeholders.

- **Helped product managers prioritize squad work**
- **Identified accounts for priority follow-up by Sales/Support**
- **Predicted rate of adoption to decide cutoff date**

Total Pendo Users Over Time



Consolidation



- **Widening circle of stakeholders & partners**
 - Product Managers for analytics
 - QAs for guide testing
 - "On call" engineer for code questions
 - Data Ops for Heap migration
 - Senior Management began to take notice
- **Dropped redundant tools in Product & beyond**
 - Guides, visitor analytics, replays, etc.
- **Pendo became the shared source of truth**

3x NPS response rate with in-app polls

Past: NPS was only completed by one Admin user at the end of the deal.

- Overly focused on single point in the experience
- Only 2% left comments
- Lack of helpful product feedback

Experiment: show NPS poll throughout the project to all Admins.

- 4% response rate vs. 1% in Support polls (300% higher!)
- 10% left comments (+400%)
- 81% had never left NPS feedback before

Growing Pains

- Benchmarking/best practices
- Varying levels of Pendo knowledge/experience
- “I can’t trust/find/understand the data”
- No PM business owner for large initiatives
- Lack of clear & consistent processes
- Need for more certified Pendo Pros



Pendo Ascension (2024)

JIT Standardization



- Pendo Day training for >100 employees & execs
- Executive buy-in gets checks written
- Pendo Center of Excellence (“Ops Team”)
- Documentation
- Quantifying effort/needs in Jira

Pendo Ops (Center of Excellence)



Pendo Leads

Primary point of contact between Pendo & Datasite

Set goals, key outcomes & success metrics for Pendo

Technical Expert

Maintain Pendo common library

Consult on new implementations, projects & issues

Analytics SWAT Team

Audit Apps regularly to ensure good data hygiene

Help with tagging, segment building & reporting

Guides SWAT Team

Develop guide request process

Audit guide effectiveness & overall user journey

Stakeholder Reps

Represent goals & priorities for Marketing, Sales, Support, etc.

Product Manager & Designer

Software Engineer

Data Analysts

Product Marketer

Other

Conclusions



- Pendo shows the art of the possible
- Cultural change takes time & effort
- Using data to make decisions about product
- Pendo is now the default: moved from “why do we have it?” to “how can we make the most of it?”
- From a single user (Andy) to one of the largest, most critical implementations at Datasite

Q&A



JR Harrell
SVP Product
Design & Strategy



Andy Krueger
Director, Product
Design