

The Total Economic Impact™ Of The Reprise Platform

Through four customer interviews and data aggregation, Forrester concluded that the Reprise Platform has the following three-year financial impact.

WITH REPRISE



60% uplift

In average website interactions converted to leads



50% increase

In average conversion rate from lead to pipeline



BENEFITS PV

\$1.32M



NPV

\$1.01M



ROI

323%

THE REPRISE PLATFORM TIME SAVINGS

10% to 20% reduction in demos requiring sales engineering involvement

50% reduction in time that marketing resources dedicate to sales enablement

“I think [Reprise] really has achieved what we were trying to do, which is create the lowest-friction way possible for someone to see our product.”

Director of marketing engineering, product experience software

“I quickly realized that Reprise could ultimately drive top-of-the-funnel ... meaning we could embed iframes within our website to give our prospects a clickable demo experience that required no engagement from a human.”

Vice president of solutions consulting, customer success software



Read the full study

This document is an abridged version of a case study commissioned by Reprise titled: The Total Economic Impact Of The Reprise Platform, February 2022.

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