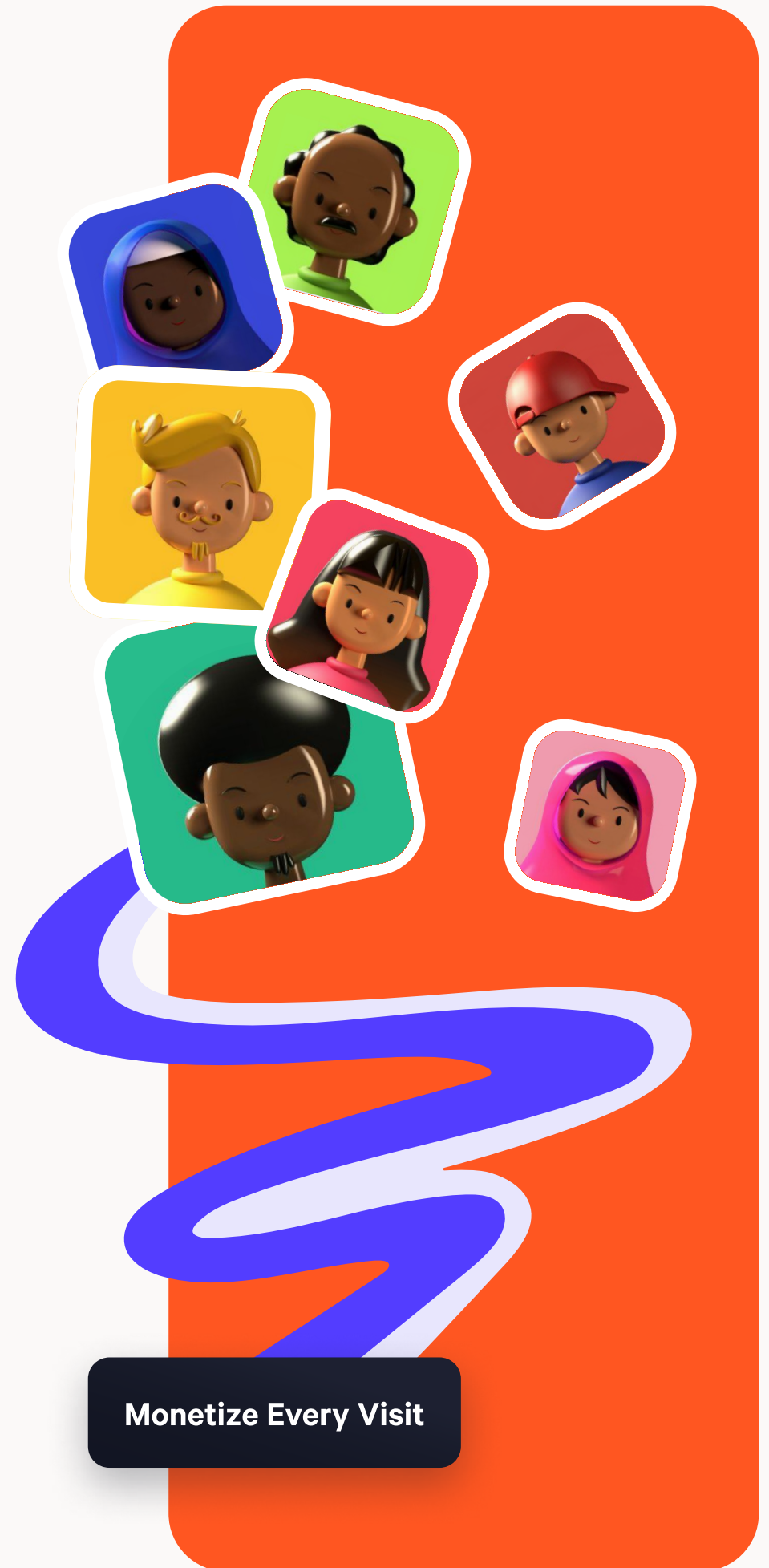


The AI conversion toolkit

# 5 AI plays to turn website visitors into customers



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# Executive Summary

**In 2025, traffic isn't your problem. Conversions are.** Buyers have never been **harder to capture**, and **easier to lose**.

Millions of dollars are spent on **driving traffic** to websites, but **less than 3%** of visitors actually **convert**. **The gap isn't in the demand, it's in the conversion.**

**In this conversion toolkit**, we'll show you **5 AI plays to turn website visitors into customers.**

We'll break down **how to get these plays in action**, **what tech you'll need**, and **what outcomes you can expect** with examples of companies who are pioneering this front.

These **scalable plays will show you how to orchestrate AI-driven engagement** that meets buyers where they are: fast, personalized, and on their terms.

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# Executive Summary

Inside, you'll find actionable frameworks that:

- ✓ Prioritize high-intent visitors in real time and feed them into your GTM stack
- ✓ Deploy AI-powered chat bots that act as a 24/7 SDR
- ✓ Go beyond form fills and chat bots and capture hidden demand by using AI-driven intent signals
- ✓ Know when to automate and when to have a human touch

This isn't theoretical, it's tactical. Pipeline growth is no longer about attracting more demand. It's about converting it. And with AI, you can finally monetize every visit.

**Are you ready?**



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# Leveraging Buyer Intent Signals



**One of the most valuable attributes to identify in buyers** (and typically one of the most overlooked) **is intent.**

## The Reality

Today's buyers leave digital footprints everywhere. But **>97% of your website visitors stay anonymous.** They don't fill out forms. They don't start chats. Most of them leave without you ever knowing **who they are** or **how close they were to buying.**

## The Possibility

**What if you could understand who's ready to buy... without them even raising a hand?**

## The Solution

**Enter: AI-powered buyer intent signals.**

Rather than waiting for forms or chats, AI models can identify buyers based on how they behave on your site.

**The model** will accurately **score and segment your visitors in real time**, and **surface high-intent visitors** so you can **engage them with the appropriate next steps.**

## Our recommendation:



Lift AI uses a proprietary model trained on billions of visitors and hundreds of millions of purchases to score visitor intent in real time. **Where most buyer intent signals are ~20% accurate, Lift AI is >85%  accurate** for every visitor scored. And because Lift AI is based solely on the “microbehaviors” of each visitor, it works on completely anonymous traffic with no personal information required. It also integrates directly with chat tools and CRMs for real-time activation.

## Case Study:

 **Truckstop** was able to convert anonymous traffic into revenue by implementing  **Lift AI** to detect and prioritize high-intent visitors. Anonymous visitors who previously went unnoticed became a key source of pipeline growth by directing them to a self-serve flow or connecting them with a live sales agent.

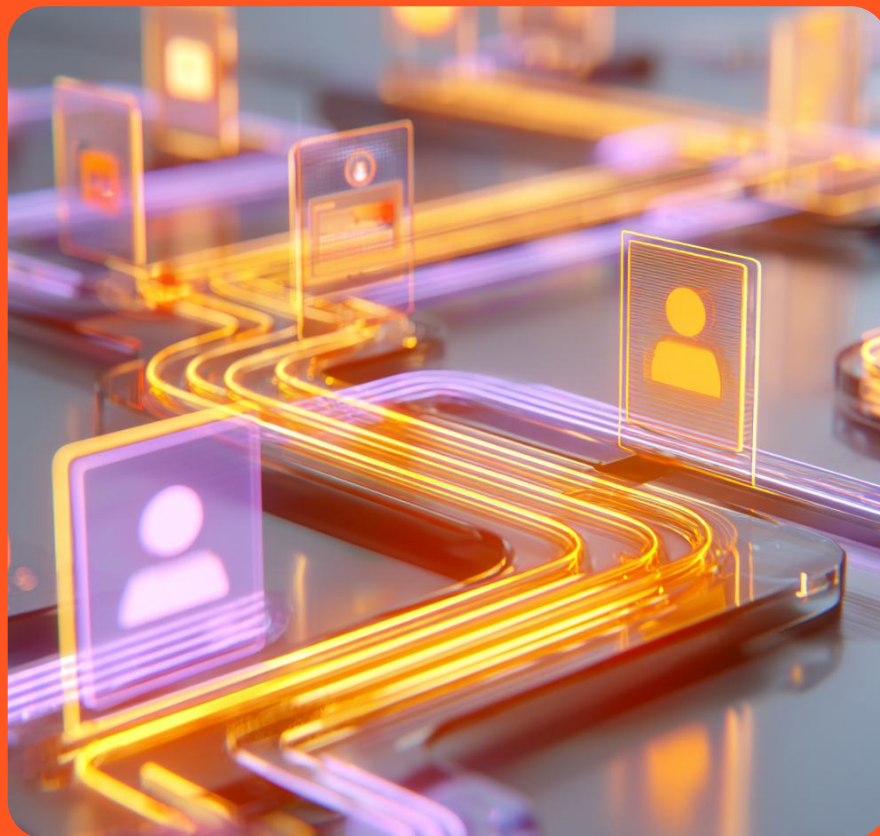
### The outcome:

Within **5 months**, Truckstop was able to increase their monthly **ARR from \$56k to \$286k – a 410% increase**, by identifying high-intent leads that would have previously gone undetected.

Demand capture starts with understanding. Detect buyer intent without forms or chat – and change the game by engaging not just hand-raisers, but ready-to-buy visitors who never self-identify.

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# Identify and Route Sales-Ready Visitors



## Most GTM tools act after a lead becomes known.

The moment someone fills out a form, books a demo, or shows up in your CRM – that's when routing, scoring, and follow-up begin.

But here's the catch:

**The vast majority of your website visitors stay anonymous.** They never identify themselves. You don't know if they already exist in your database.

That's why **AI is a game changer.**

Once you can **detect buying intent signals**, the next step is clear: **act on them.**

**Connect the dots** between **high-intent traffic** (anonymous + known) and your **GTM tech stack.** That's how you turn hidden intent into revenue.

## In order to act on this, you need to:

1. **Detect** when a visitor is showing buying intent signals (see previous chapter for a thorough breakdown).
2. **De-anonymize** them (at an account or personal level).
3. **Match anonymous traffic** to known accounts or contacts using reverse IP, third-party data, and firmographics.
4. **Qualify** them for an ICP fit.
5. **Route** the lead to your sales team.
6. **Trigger** personalized outreach.

👉 **All in real-time.**

## Our recommendation:

- ✓  **Lift AI** for buying intent signals
- ✓  **6sense** for de-anonymization of web traffic
- ✓ Chili Piper's  **Distro** for real-time qualification & lead routing
- ✓  **Gong Engage** for context-aware follow-ups based on visitor behavior & buying stage

**Bonus tip: use [Chili Piper booking links](#) to convert outreach at a higher percentage.**

## Case Study:

 **Chronus** was able to combine their Lift AI buying intent signals with ABM tools and GTM tech stack to create playbooks that allowed for tailored approaches to their traffic.

### The outcome:

**11.6x conversion** to opportunity for sales efficiency when they combined buying intent with de-anonymization.

The moment someone shows intent is **the moment to act.**

With the right **AI** and **GTM integrations**, you don't have to wait to engage. This is how modern teams are **eliminating lead lag, reducing hand-off friction, and increasing conversions.**

Buying Intent Signals  
**Lift AI**

+

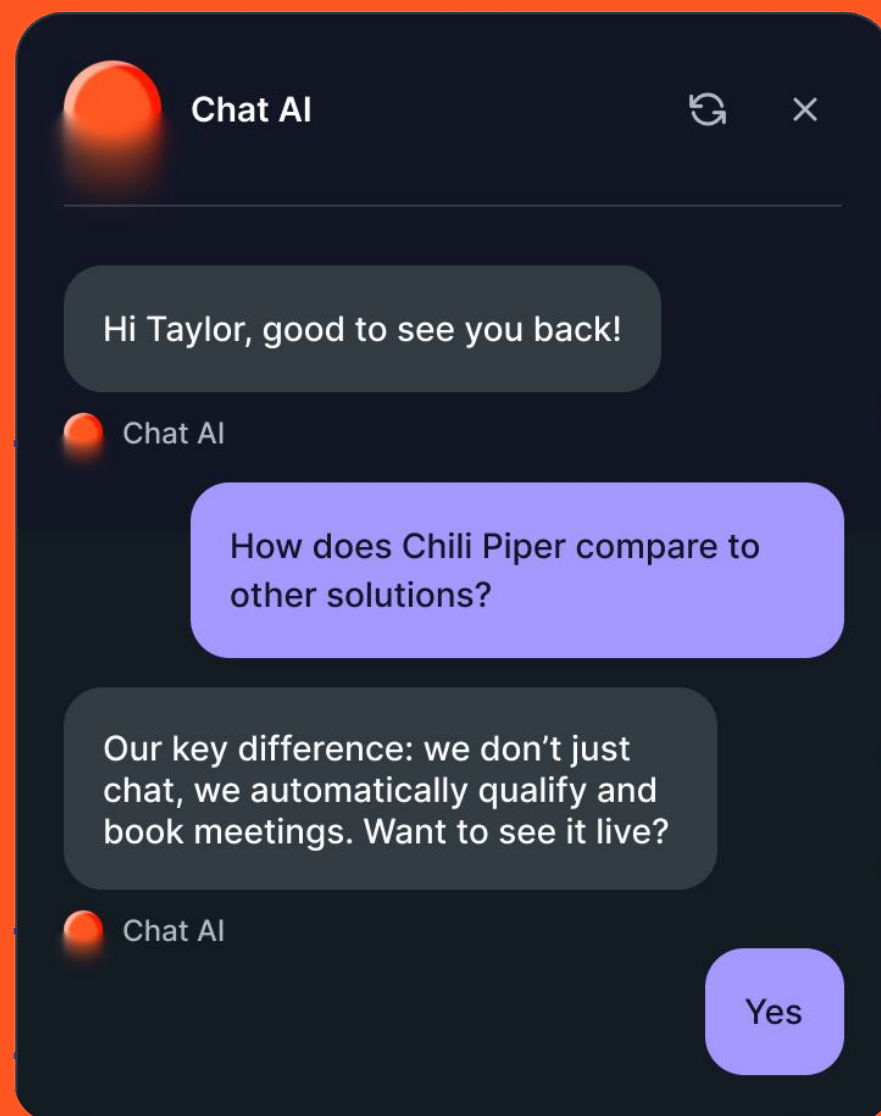
De-anonymization  
**ABM tools**



**11.6×**  
**Conversion**  
**to Opportunity**

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# The Future of AI SDRs



**Website traffic is only as valuable as your ability to convert it.** And conversion always starts with **engagement**.

Every visitor to your site, whether they land on a blog post at midnight or your pricing page during business hours is a potential opportunity.

But if you're not engaging them in real time, you're leaving money on the table.

## The Solution

An **always-on, AI-powered SDR** that never misses a lead or a follow-up.

- ✓ Buyers no longer follow linear funnels.
- ✓ Some arrive sales-ready.
- ✓ Others need nurturing.
- ✓ But all expect instant answers and seamless experiences.

The goal: **maximize speed-to-value as quickly as possible.**

That's why it's critical to engage **100% of your visitors in real time**, no matter where they are in their journey.

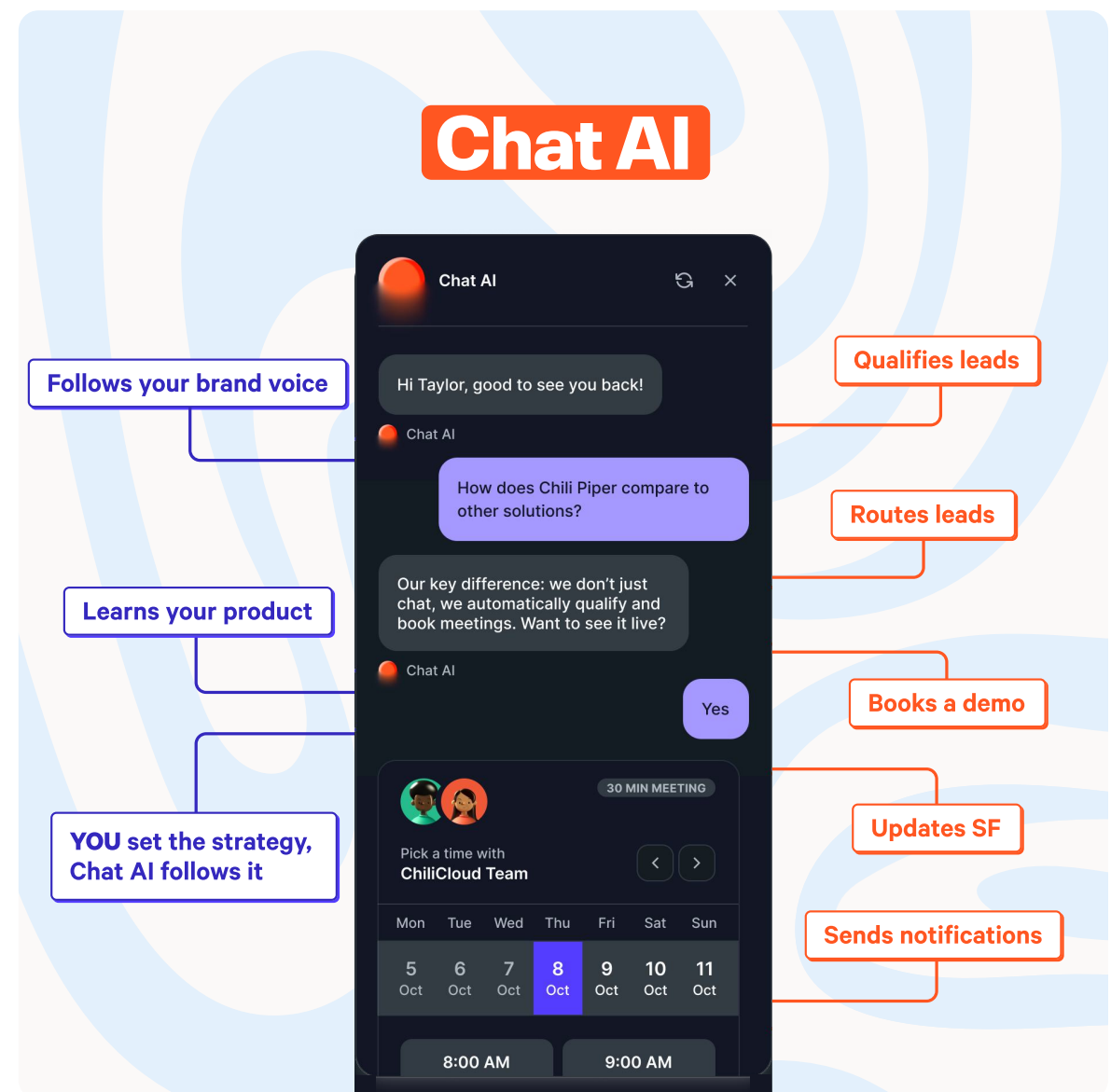
- ✓ Sales-ready visitors → fast-tracked into meetings.
- ✓ The rest → educated, guided, and nurtured.

So when they're ready to buy, **you're the brand they trust**.

## Our recommendation:

**CHILI PIPER**

With **Chat AI** you can create a **virtual SDR** that's trained to align with your **processes, playbooks, and sales motions**. It speaks in your **brand's voice** and adapts dynamically to visitor behavior. Think of it as your **autonomous top-performing rep** (always available, never misses a cue, and trained to instantly qualify, route and convert).



Bonus tip: set **clear rules and guidelines** so your bot remains compliant.

## Case Study:

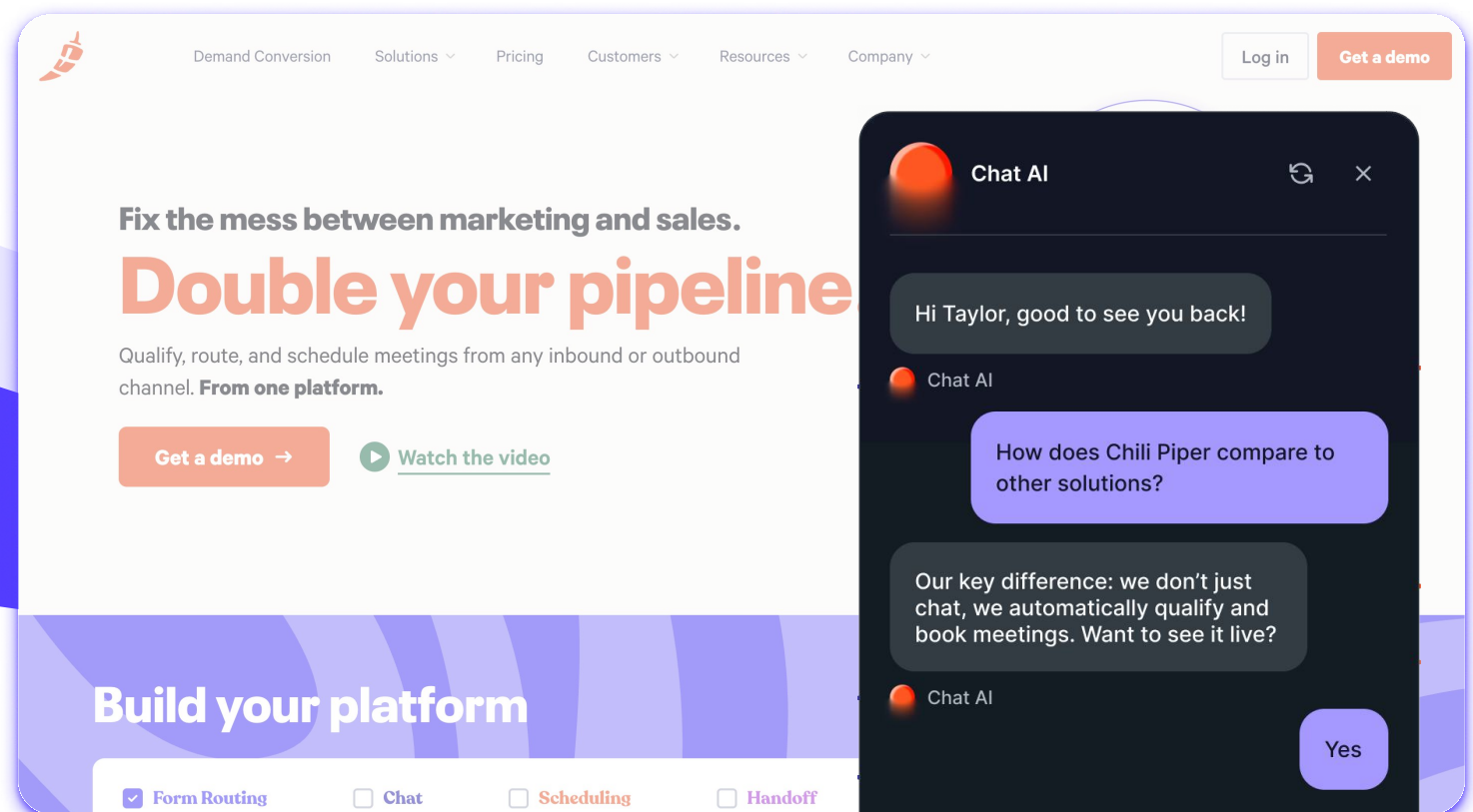
Here at  we were the first ones to try out our own AI SDR so that no matter who came to our site, we were able to engage with them.

### The outcome:

In the first **50 days** of having an AI SDR we were able to book **24 qualified meetings**.

Keep in mind, the idea here isn't to replace humans. It's about **scaling your best rep** to every page and every visitor, all the time.

Because when every visitor gets a **tailored, timely experience: website conversion becomes a constant.**



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# Human vs Agent?



**The Real Challenge in 2025** isn't agents vs. humans. It's about **knowing when to use each**. We're entering a new era of growth, one defined not by humans or agents alone, but by the **orchestration** between them.

## Why This Matters

Good sales isn't just about delivering answers quickly. It's about **asking the right questions**. The age-old saying remains true: "Telling isn't selling." And this is where humans shine.

## The Human Advantage

It's more than answering questions. **Humans provide reassurance and validation** – the trust you need to close a deal (especially for considered purchases).

## The AI Advantage

That's why **AI agents scale conversations quickly**, but **humans still build the connections to win**.

Think of it like this: **AI is your traffic controller.** But **your rep is the deal closer.**

Let **AI handle 90%** of visitors who are not ready for a human. **Reserve your sales team's energy for the 10% that truly matter.**

💡 Bonus tip: use **Chili Piper's Spam Checker Agent** so to ensure spam leads never waste your reps' time.

Here's a playbook that top-performing teams are using:



**High intent + known visitor = Schedule instantly**

You already know who they are. You already know they're ready. Don't waste a single second, give them a calendar and lock it in.



**High intent + unknown visitor = Route to live chat**

They're showing all the right signals, even if you don't know their name. Drop in a human fast. One good conversation here = anonymity → opportunity.



**Medium intent + unknown visitor = Chat AI to nurture**

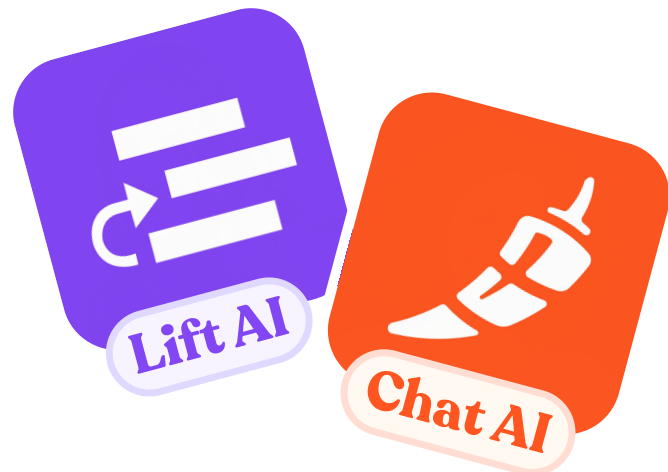
They're curious, not committed. This is where AI SDRs shine. Answer simple questions, surface relevant content, and keep them warm until they're ready to talk.



**Low intent + known visitor = Chat AI for support**

Just because you've ID'd them doesn't mean they're sales-ready. Use AI to stay helpful, reinforce your value, and let buyer intent (not your CRM status) drive the next move.

## Our recommendation:



Leverage  **Lift AI** to understand buying intent and combine it with Chili Piper's  **Chat AI** to leverage AI interaction, live chat, and instant scheduling at the right times.

## Case Study:

 **Boomi** used Lift AI buyer intent scores and an AI SDR to boost conversions and sales efficiency.

### The outcome:

**SDR sales efficiency** more than **doubled from 3.6% to 8.7%** of their conversations converting into pipeline. And they were able to deliver their **highest ever quarterly pipeline** total from this channel at 21.74%

Chatbots offer exceptional automation for most visitors, but **human interaction is still crucial** for many sales opportunities, even in 2025.

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## Retargeting High-Intent Visitors



### Final piece of advice:

**Don't just think about the first time someone has visited your site. Think about the entire customer buying journey** and how they will move themselves along the funnel.

### The Common Misconception

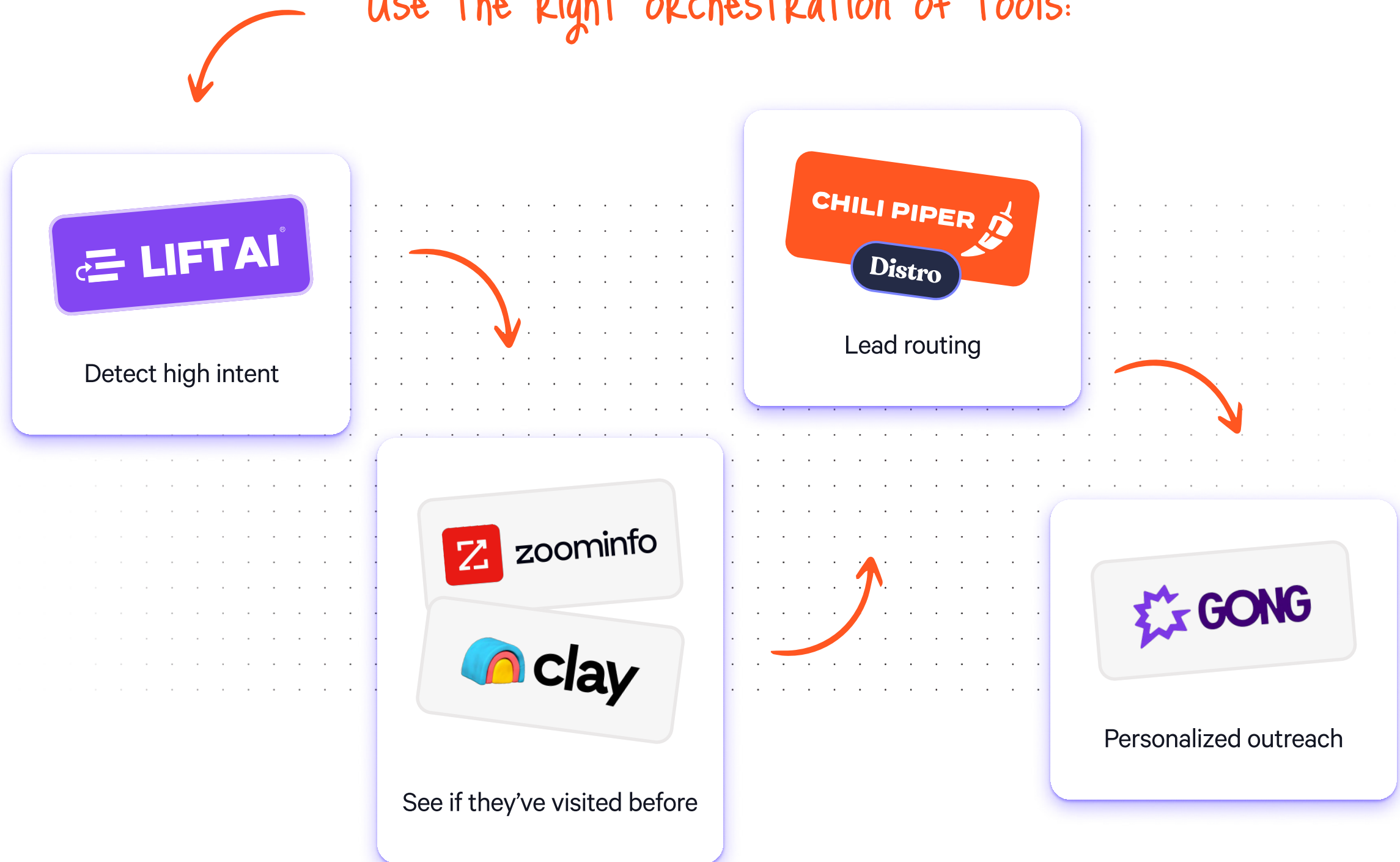
Most marketers think: "Pricing page = bottom funnel."

But here's the truth: **88%** of your best visitors are not on your pricing page.

If you notice that a high intent visitor is on your website (especially if they are visiting multiple times), but isn't filling out a form or talking to chat, a great idea is to **route those leads to a sales rep and trigger an immediate outreach with a personalized message.**

## Our recommendation:

Use the right orchestration of tools:



## Case Study:

 was able to find the needle in the haystack of buying accounts by combining ID revealing **from 109k accounts**, then identifying 25k of those who had a strong ICP fit, and then **found 962 of them who had high intent Lift AI score**.

### The outcome:

Tailored post-visit sales follow-up through SMS and email, based on intent scores, significantly **boosted response rates and engagement by 21% and 39%** respectively.

It's important to understand **who's visiting your site** and if they **keep coming back**. If you notice a lead continues to re-visit (even if they haven't raised their hand). Orchestrate your tools to **re-target them and convert that traffic**.

*Higher Conversion Efficiency*



**+21%**

**Response Rate**

**+39%**

**Engagement**

The hard truth is this:

**Turn your website visitors into customers, or someone else will.**

If you're **not converting visitors in real time** with personalized, **AI-driven** engagement, you're **leaving pipeline on the table**.

These **5 AI plays** aren't future ideas. They're battle-tested strategies used today by high-growth companies.

With the **right orchestration of intent data**, **automation**, and **human touch**, you can finally do what marketers and sales teams have always wanted: **meet buyers where they are, the moment they're ready to buy**.

**This isn't about replacing your GTM strategy.** It's about **supercharging it**. AI isn't just a competitive edge anymore, it's table stakes.

## The Final Question:

Are you orchestrating every signal, tool, and touchpoint to **convert traffic into pipeline**?

Or are you still hoping the right buyer fills out the right form at the right time?

## Turn Website Traffic Into Customers

Try Chat AI

Try Distro

Try Lift AI