



## Cloudbeds Secret Weapon Books 33-50% More Demos From Their Inbound Leads



Cloudbeds is a very global company, with over 50 sales people based around the world. Matthew Parry (Director of Marketing @ Cloudbeds) wanted people within those countries to have a demo of their product in their language. They had a system in place to handle this, but needed something faster and easier to manage to be really effective. That's when he tried Chili Piper.