



Challenges

- **Unable to capture lead information** from web visitors.
- Leads **couldn't experience Chef's products** in their training.
- **Traditional marketing was not working** for Chef's technical buyers of software developers and devops professionals.



Solution

- **Lead Generation:** capture lead information as leads enroll in courses.
- **Instant Lab Environments:** Leads can trial Chef's products instantaneously.
- **Effective Marketing:** Leads are automatically enrolled in campaigns based on activity.



Results

- Chef has **trained over 150,000 developers** through their Learn Chef Site.
- Learners get **instant, hands-on product trials** of Chef's Software.
- The Learn Chef platform, powered by Appsembler, is now **a reliable and high-volume source of leads**.



*"The Learn Chef platform will make a meaningful difference for the thousands of Chef practitioners who can **grow their careers and experience more success in their jobs.**"*

Matt Carter | Senior Director of Product Marketing | Chef Software