Better Together: Conversational AI and Marketing Automation Platforms

What

- Conversica AI Assistants help revenue teams scale personalized outreach, pre-qualify leads with two-way interactions, and accelerate sales-ready opportunities
- Conversica integrates with Marketo, Hubspot, and Oracle Eloqua and works alongside these technologies to educate, warm, and qualify leads
- Custom integrations available by request

Why

- Conversational AI works in tandem with Marketing Automation to educate, qualify, and motivate leads throughout the customer journey
- Conversica complements investments in your Marketing Automation Platform by bridging the gap between an interested lead and one ready to talk with Sales
- Conversica AI Assistants accelerate leads through the funnel and by validating their interest in a Sales meeting

Customer Story

- Increased velocity from Pre-MQL to SQL
- Improved quality of leads passed to Sales
- Maximized ROI by working leads consistently and persistently
- Stronger and more collaborative relationship between Sales and Marketing

How Conversational AI and Marketing Automation Platforms Work Together

Marketing Automation Platforms (MAPs) are great at capturing and engaging cold leads until they show sufficient interest, thus becoming warm leads. But taking warm leads to hot lead status requires two-way interactions between leads and Sales Reps. During these conversations, Sales teams validate interest, answer questions, address pain points, and qualify the prospect against the Ideal Customer Profile (ICP). Unfortunately, high lead volumes cause capacity constraints for Sales Development Reps who simply can't engage every lead or work them fully. These capacity issues result in cherrypicking, bias, and human error—meaning many leads go untouched and opportunities are missed.

Don't settle for the status quo! Scale personalized outreach and accelerate sales-ready leads with Conversational AI for Marketing and Sales from Conversica.

Conversica AI Assistants give voice to your Marketing Automation strategies by automating human-like, two-way interactions with leads. AI Assistants work alongside your Marketing Automation Platform by directly asking leads "are you ready to talk to Sales?" at scale. Marketing Automation platforms are great for educating leads and getting them over the MQL threshold. But only AI Assistants can engage leads in two-way, human-like conversations that accelerate sales-ready leads no matter where they fall in your funnel.

Communicate on your customers' terms. Whether in real-time or on buyers' time, AI Assistants deliver prompt, persistent, and personalized conversations across email, SMS, and website chat.

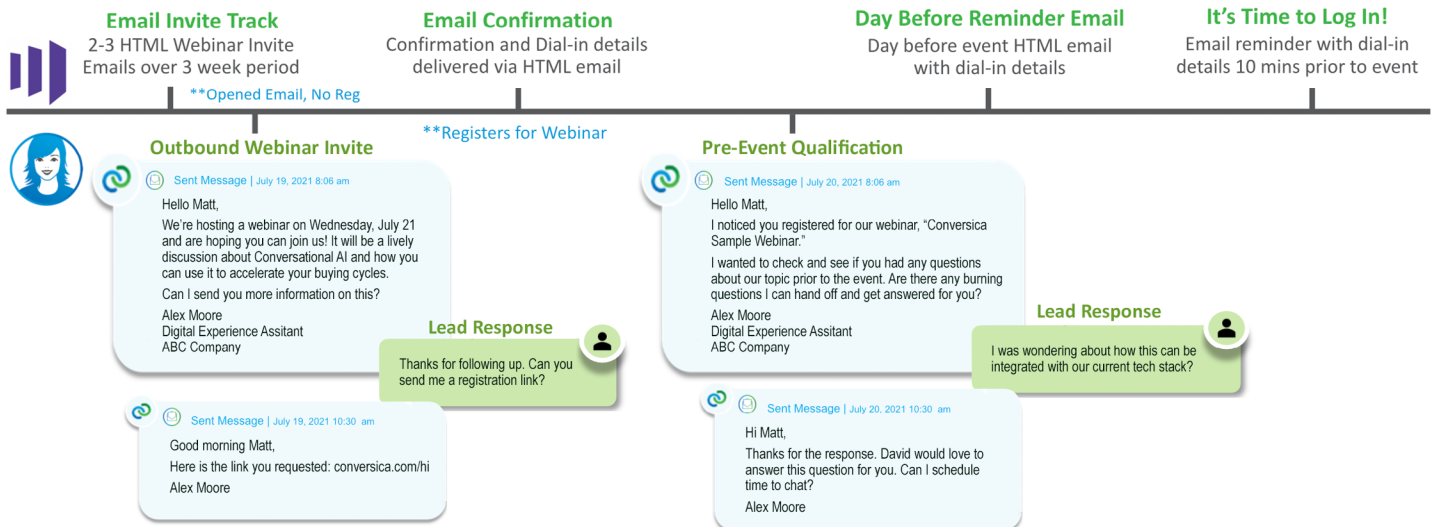## Overcome MAP Limitations by Adding Conversational AI

MAP facilitates capture and one-way mass communication with cold leads, monitoring engagement and promoting leads that have reached a sufficient scoring threshold. These warm leads could signify they are ready to talk to Sales, but a MAP can't confirm that the prospect is in fact, a good candidate (ICP) and that they are at the right point in their buying cycle to engage with Sales.

Conversational AI solves this problem by directly asking leads if they are interested in talking to Sales as scale. When MAP and Conversational AI are used in tandem, businesses ensure 100% lead coverage that educates contacts, qualifies leads, and accelerates opportunities.

Consider the following differences in MAP and Conversational AI.

Marketing Automation Platform	Conversica AI Assistants
Static Content: Scripted emails that deliver the same content to everyone on a predefined schedule.	**Dynamic and Personalized Content**: Autonomous, unique, and personalized conversations that engage leads on their terms.
Can't Respond: One-way communication that does not encourage a response and is often from an address that won't allow responses.	**Two-Way Conversation**: Built on best practices battle-tested over a decade of experience and 1 billion interactions, AI conversations motivate the next best action in acquiring revenue.
Can't Qualify: Uses a scoring model to predict if the prospect might be a good candidate for sales.	**Confirm Interest and Validate Fit**: Go beyond lead scoring to directly ask leads if they are sales-ready and accelerating handraisers to a Sales Rep at the moment interest is expressed.
Low CTR: The average B2B email click-through rate is 2.6%.	**Better Engagement Rates**: Go beyond CTRs with Conversica AI Assistants. Our Conversational Marketing solution sees a 7.2% engagement rate and a 2.1% conversion rate on average.

Better Together Example: Increase Webinar Engagement

Email Invite Track
2-3 HTML Webinar Invite Emails over 3 week period
**Opened Email, No Reg

Email Confirmation
Confirmation and Dial-in details delivered via HTML email

Day Before Reminder Email
Day before event HTML email with dial-in details

It's Time to Log In!
Email reminder with dial-in details 10 mins prior to event

**Registers for Webinar

Outbound Webinar Invite

Sent Message | July 19, 2021 8:06 am

Hello Matt,
We're hosting a webinar on Wednesday, July 21 and are hoping you can join us! It will be a lively discussion about Conversational AI and how you can use it to accelerate your buying cycles.
Can I send you more information on this?
Alex Moore
Digital Experience Assitant
ABC Company

Lead Response
Thanks for following up. Can you send me a registration link?

Sent Message | July 19, 2021 10:30 am
Good morning Matt,
Here is the link you requested: conversica.com/hi
Alex Moore

Pre-Event Qualification

Sent Message | July 20, 2021 8:06 am

Hello Matt,
I noticed you registered for our webinar, "Conversica Sample Webinar."
I wanted to check and see if you had any questions about our topic prior to the event. Are there any burning questions I can hand off and get answered for you?
Alex Moore
Digital Experience Assitant
ABC Company

Lead Response
I was wondering about how this can be integrated with our current tech stack?

Sent Message | July 20, 2021 10:30 am
Hi Matt,
Thanks for the response. David would love to answer this question for you. Can I schedule time to chat?
Alex Moore

Subscription and Implementation

Like Marketo, Conversica is a cloud-based software-as-a-service application, so no onsite installations or upgrades are required. Implementation can be completed in hours, depending on your requirements. In addition, Conversica can be accessed by any mobile device. Conversica is a subscription service with a variety of tiers to meet your needs.

Explore Conversica for Yourself

To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

About Conversica

Conversica is the leading provider of Conversational AI solutions that help enterprise marketing, sales, customer success, and finance teams attract, acquire and grow customers at scale across the customer revenue lifecycle. Conversica AI Assistants serve as digital team members and autonomously engage contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action, whether that's scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.

Processing over a billion interactions, the Conversica Conversational AI platform integrates natural language processing (NLU & NLG), decision & policy management, business process automation and deep learning capabilities to drive customer engagement across multiple digital communication channels and languages. The Conversica platform supports over 50 integrations into the most popular MAP and CRM platforms and offers an open API for custom integration.

To learn more, visit conversica.com and follow the company on Twitter, LinkedIn and Facebook.