Corelight Tackles Lead Volume to Save Time and Make Money With Conversational Marketing

C corelight

Customer

Corelight

Challenge

- Too many leads, not enough resources or Inside Sales Reps
- Inefficient follow-up after events and tradeshows
- Need to educate the market about offerings

Conversica Solution

Conversica AI Assistants for Conversational Marketing

AI Assistant Persona

Danielle Z. Green ("Dani")

Conversica Assists

- Unlimited scalability in an affordable manner
- Updating database with proper contact information
- 7600 leads messaged, 40,000 emails, 2000 hours saved
- 12.5% conversion rate
- 1000% in ROI
- Integrations with Salesforce, Pardot, and eventually Hubspot

Founded in 2013, Corelight is a mid-market technology company offering network detection and response solutions for cybersecurity. Their goal is to help security professionals understand network traffic to better detect and stop cyberattacks.

Prior to the shutdown of large gatherings, Corelight appreciated the ability to engage and educate potential customers at events and tradeshows. But the Marketing and Sales teams ran into a problem. Namely, that they were unable to effectively and thoroughly follow up with all event attendees, registrants, and booth scans after the fact. The team needed a more efficacious way to follow up event lists to educate them about their solutions and why they are so important to enterprise security.

"A product like ours benefits from technical conversations and education. That's why events are such a big marketing play," says Tyler Fields, Senior Director of Growth Marketing.

Beyond tradeshows and events, Corelight felt a challenge common to many businesses—too many leads and not enough resources to work them effectively. To solve these issues, Corelight decided to hire a Conversica AI Assistant for Conversational Marketing.

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>
> **Tyler Fields**
> *Senior Director of Growth Marketing*

Conversational Marketing Skills

CULTIVATE
Early Interest

PRE-EVENT
Outreach

POST-EVENT
Engagement

RE-ACTIVATE
Dormant Demand

Corelight Embraces Conversational AI for Marketing

Recognizing the challenges facing Corelight, Fields drew from his professional experience at a previous company that considered using Conversica to manage its large database of leads and customers.

Corelight's initial use case for their AI Assistant, Dani, was post-event follow-up. Originally, Dani sent emails to attendees asking them if they had questions or were interested in talking to Sales. But one of Corelight's Inside Sales Reps (ISR) had a better idea—what if Dani, the AI Assistant, shared another piece of relevant content to further educate and nurture during its first touch with a lead instead?

"Conversica is great, and a real turnaround was when we got feedback from an ISR," says Fields. "The first interaction with a prospect shouldn't be 'let's get married.' It's about giving them another piece of ungated content and adding value to our outreach. That was the epiphany for us and for me."

As part of its open-source ethos, Corelight never gates any of its content. Instead, the team prefers to give everything to Dani who passes on webcasts recordings, content downloads, and the like to leads and contacts. This added value provided by the AI Assistant helped to disarm and better engage leads from the first touch.

"Conversica and our Inside Sales team have great synergy," says Fields. "Dani is a great asset for us—following up on MCLs or those leads in nurture status which allows ISRs to focus on the important MQLs. It's a perfect match."

Corelight has since expanded its use cases to include cultivating early interest from pre-MQLs, reactivating dormant leads, and is now considering the possibility of having Dani reach out ahead of events to generate interest or set meetings for attendees in advance.

All in all, Conversica has helped Corelight accomplish the superhuman tasks of messaging 7600 leads, delivering more than 40,000 emails, and saving 2000+ hours for the ISR team.

Corelight Loves Conversica's Customer Service

Fields stresses the most important value Conversica offers is its customer service. From onboarding to building conversations for their specific needs, Corelight appreciates the great working relationships the team has with their Conversational AI provider.

"We are a small team," says Fields. "Conversica is giving us white-glove support. That's the bar for us now. I see other providers that we work with and I think, 'I need you to give us support like Conversica does.' We are partners."

> **"Conversica helps us make money and save money. I would do it again in a heartbeat."**
>
> **Tyler Fields**
> *Senior Director of Growth Marketing*

What's Next for Corelight and Conversica?

Corelight is currently focused on AI-driven email outreach to engage leads. But the team is considering a future implementation for Conversica's website chat to provide relevant answers to questions from website visitors. The team is also changing in their Marketing Automation Platform, shifting away from Pardot to Hubspot—and plans to integrate Conversica there as well.

Given Corelight's growing business beyond the US and into EMEA, the team is considering adding more languages, such as French and Spanish, to their Conversational AI solution.

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.

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