

Corporate Fast Facts

Corporate Overview

Conversica's AI-powered sales assistant works in conjunction with the human sales and marketing teams to improve performance and unlock the teams' full potential.

The AI Sales Assistant automatically...

- Engages leads in two-way email conversations
- Qualifies their intent and answers questions
- Elevates hot leads to a salesperson
- Follows up with leads to ensure they were contacted
- Communicates with humans and the CRM every step of the way

The AI Sales Assistant...

- Is infinitely scalable, works 24x7, is always polite
- Never calls in sick, consistently follows-up
- Never pre-judges leads – approaches every lead with a positive mindset

The AI Assistant aligns Marketing and Sales...

- Marketing gets thorough follow-up on every single lead and sees the ROI of lead sources in real-time
- Sales speaks only to engaged, interested leads and spends time working and closing more opportunities



Key Stats

- Scale: \$15M ARR, 900+ SaaS customers, 15,000 paying users, 7 million conversations, 50% year-over-year ARR growth
- History: Started in 2007 in one vertical (automotive). 2014 expansion to new verticals (high tech, financial services, education) with Kennet investment and expanded management team.
- Customers: IBM, Oracle, Chrysler, Epson, Microsoft, Five9, ZipRecruiter, JobScience, Nationwide Insurance
- Technology Partnerships: Salesforce (Sales Cloud and Pardot), Oracle, Marketo, Velocify
- 140 employees; based in Foster City, CA; backed by Toba Capital and Kennet Partners

Key Differentiators

- Conversica system already trained on over 100 million interactions
- 46 CRM and marketing automation integrations, including Salesforce, Marketo, Eloqua and Velocify
- Scalable, redundant, high-deliverability email system
- Patent pending technology
- Unique Customer Success expertise implementing AI to solve real-world problems
- Customizable Conversation system to personalize conversations for specific client use cases





Ben Chaib
The Los Angeles
Film School

“ I would bet my career on
Conversica. I love the product.
It’s a godsend”.

(The Los Angeles Film School increased lead
engagement and revenue by over 40% with Conversica)

“ None of the other technologies
that we’ve tried have given us the
same return and lift.”

(Zend increased lead engagement on “dead” leads to
18% from an expected 1% with Conversica)



Stu Schmidt
Zend / RogueWave
Software

Selected Customers



Third Party Praise

“Conversica designed a customizable virtual sales assistant that contacts, engages with, nurtures, qualifies and follows up on prospects, automatically.”

- Ilona Hansen, Gartner

“Customers aren’t left in the lurch, the human sales team gets handed the true prospects, the marketing team knows their leads are being followed up on, and everybody wins.”

- Amy Stapleton, Opus Research

“Conversica offers an Intelligent Assistant that automates the early engagement phase using two-way personalized email conversations. I expect to see continued innovation to tackle email efficiency and effectiveness.”

- Nicolas De Kouchkovsky, VentureBeat

“One company’s answers to some of these challenges is Conversica... It gets this conversation going by presenting the outbound message as written by an actual human. (Spoiler alert: It’s not).”

- Erika Morphy, Forbes

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