

Which leads are ready for sales? *Just ask with Conversica.*

Seamlessly integrated with Marketo



What

- A virtual assistant manages personal, two-way email and SMS text dialogues using artificial intelligence to qualify leads and alert sales

How

- Determine a lead's readiness for sales by asking questions about product interest and intent to buy
- Add leads to Marketo lists and the AI platform manages the conversations
- Automatically update status of lead engagement and conversations in real time in Marketo

Why

- Brings a powerful human dimension to marketing automation
- Leads share more information and convert at a higher rate into sales opportunities
- Sends hot lead alerts to sales after identifying interest
- Provides higher quality leads to sales



Using Conversica® with Marketo

Conversica brings a powerful human dimension to marketing automation. Rather than relying on guesswork and predictions, Conversica® identifies the best leads by asking them – and they answer.

Marketo and Conversica integrate to allow your AI-powered assistant to converse with each of your marketing leads, engaging and qualifying leads via natural, two-way email or SMS text conversations. Conversica sends simple messages to leads that elicit genuine responses. Conversica then interprets context and tone, and takes the next step.

Imagine receiving a message like this: "I saw you stopped by our booth at ExpoCon. Would you like any more information? I can have you talk with with Mike in sales."

The lead responds, and the automated assistant continues the conversation. The lead reveals level of interest, contact phone number, best time to call and details about the purchasing decision.

Get objective lead qualification with no human intervention

Because lead engagement is totally automated yet fully personalized, you can touch every single inbound lead, right at the top of your funnel. Those who are ready for a sales conversation get routed quickly for follow-up, while those who want to learn more are perfect candidates for Marketo nurturing programs. Sales loves the hot leads, especially since they include updated contact information and a good time to call.

MESSAGES FROM CONVERSICA

Sent Message Sunday, 6:36 p.m.
 Dear Roger,
 I see you downloaded starter edition, and I wanted to thank you for that. I'd like to talk to you about some upgrade options. Are you available to speak during regular business hours?
 Thanks a bunch,
 Alex

Sent Message Sunday, 7:43 p.m.
 Dear Roger,
 Our sales manager, Mike, would like to give you a call. Is 555-555-5555 the best number to reach you during the day?
 Thanks and have a great day,
 Alex

Sent Message Thursday, 2:15 p.m.
 Dear Roger,
 Hi Roger, I just wanted to follow up and make sure Mike was able to help you. Did he contact you?
 Have a good day,
 Alex

RESPONSES FROM LEAD

Customer Response Sunday, 7:10 p.m.
 Hi Alex,
 I'm in full day meetings Monday and Tuesday but the rest of the week is good.
 Thanks,
 Roger

Customer Response Monday, 8:51 a.m.
 Hi Alex,
 My cell is 333-333-3333. That's probably better. It's always with me.
 Thanks,
 Roger

Alert Sales Representative

Customer Response Thursday, 5:17 p.m.
 Hi Alex,
 Yes he did. We spoke yesterday afternoon, and I think we're going to upgrade to the pro edition.
 Thanks for all your help.
 Roger

How to set up Conversica with Marketo

Your Customer Success Manager will walk you through a few simple steps to connect Conversica with Marketo using Marketo's REST API and to set up fields for the information Conversica will discover, such as best phone number, most recent response and status. Leads are then synced with Conversica through lists in Marketo. When you add a lead to a list, Marketo sends that lead to Conversica to be engaged. The automated assistant engages the lead, gathers information and sends status updates and hot-lead alerts based upon a workflow you set. You can use all the information uncovered from the lead to adjust scores, manage engagement campaigns and send alerts.

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.

AI-driven email conversations allow you to focus your efforts on contacting leads who have an expressed intent to buy.

Integrates seamlessly with Marketo

Conversica integrates easily with Marketo using published APIs.

- Using your criteria and triggers, add leads to a Marketo list you've associated with a Conversica conversation
- Leads from that list are automatically sent to Conversica and the conversation begins

- Conversica updates conversation status back to the Marketo lead record so you can score, alert or take other action
- The full back-and-forth conversation with each lead is available in the Marketo lead record, in Conversica's dashboard, in optional email alerts and in your CRM system. Conversica is also integrated directly to Salesforce.com.



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Conversica is the leader in conversational AI for business and the only provider of AI-driven lead engagement software for marketing and sales organizations.

The flagship Conversica® AI Sales Assistant helps companies find and secure customers more quickly and efficiently by automatically contacting, engaging, and following up with leads via natural, multi-channel, two-way conversations.