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The success of a company’s sales organization and their ability to convert prospects into customers greatly depends on how well they follow up with their inbound leads. In this fourth annual Sales Effectiveness Report, we take a close look at how companies engage their leads, and compare these results with their performance in the previous three years. Additionally, we analyze real-world execution alongside best practice research to identify patterns of successful lead engagement.

Conversica commissioned independent researchers to secretly shop 1,208 companies and analyze their efforts to engage with inbound leads. A company’s degree of success was determined using four key elements of lead engagement. Conversica has identified these as the 4Ps of sales effectiveness:

- **Promptness**: How quickly did a company follow up on an inquiry with a personalized response?
- **Persistence**: How many attempts did the company make to follow up with the lead?
- **Personalization**: To what extent was the response personalized? Did the response move the conversation forward?
- **Performance**: Did the email successfully reach the lead’s Primary Gmail inbox? Or did it land in Promotions, Social, or Spam?

The findings from this report can help you understand where your company stands relative to others in your industry, which factors are strong indicators of success or failure, and what measures you can take to align your sales team with best practices.

Your inbound leads are a valuable resource, critical to the success of your organization. We hope this report will help you uncover some ways to leverage them to your advantage.
For the fourth consecutive year, Conversica commissioned a study to track inbound lead engagement efforts by companies across nine major industries. This year, our researchers took the scope of this study to a new level, reaching out to over 1,200 companies located around the world. The companies studied are headquartered in the United States, United Kingdom, Belgium, Canada, China, France, Netherlands, and Sweden. Independent researchers visited the websites of 1,208 B2B and B2C companies, expressed interested in their products or services, and requested to be contacted with more information.

- 25% of the companies studied did not respond at all. Of the companies that did respond, most gave up too soon. 48% followed up on their inbound leads with one or two contact attempts.

- The overall grade distribution shows that companies performed better this year. 17% of companies earned an A overall, while only 7% earned an overall A in 2017 and 2016 and only 3% earned an A in 2015.

- A bright spot in the study was the significant increase of companies receiving an A in persistence. 24% of companies received an A grade in persistence, a notable increase from 10% of companies in 2017.

- The Automotive-Sales industry performed highest across two of the 4Ps, with 37% in this industry achieving an overall A.

- Automotive-Service, Mortgage Lending, Manufacturing, Insurance, and Telecom performed poorly across all 4Ps. 53% of Auto-Service companies did not respond at all and zero companies in the Telecom industry received an overall A grade.

Given the surprising numbers of 25% of companies that did not respond at all, and 48% that only reached out 1-2 times, it’s clear that inbound leads are not receiving sufficient engagement from most businesses. Prioritizing responsiveness and persistence and implementing the right tools can significantly improve the success rate for inbound lead follow-up.

Interestingly, some companies that performed well in previous years performed more poorly this year, and vice versa. This suggests that no company can be great at the four P’s all the time, so companies must instead invest in strategies that set themselves up for consistent and effective lead follow-up.
Extensive research indicates that promptness is the most important factor when engaging with an inbound lead. The faster the connection made, the higher the likelihood of converting a lead to a customer. What’s surprising is how great of a difference even a few minutes can make:

- The conversion rate increases by 391% when companies make a call attempt within a minute of receiving a lead.
- The likelihood of conversion drops significantly during the first three minutes after the lead’s inquiry.
- The odds of qualifying a lead contacted within five minutes are 21 times higher compared to 30 minutes.
- Contacting a lead within the first hour increased the likelihood of qualifying the lead by seven times compared to a two-hour window, and 60 times in comparison to companies waiting 24 hours or longer.

Response times in our study ranged from less than a minute to 21 days, with a majority of companies responding within a day. While companies improved from last year, with 24% earning As in comparison to 13% in 2017, they still performed much worse than in 2016, when 42% of companies earned an A.

When assigning a company a promptness grade, we disregarded autoresponder emails and counted the amount of time between our initial point of contact with a company and its first personalized response. Based on established best-practices research from the Lead Response Report, the commissioned researchers created a grading scale to assess each company’s promptness.

**Grading Key:**

<table>
<thead>
<tr>
<th>Time of First Response</th>
<th>Promptness Points</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5 minutes</td>
<td>20</td>
<td>A</td>
</tr>
<tr>
<td>6-60 minutes</td>
<td>15</td>
<td>B</td>
</tr>
<tr>
<td>1hr - 1 day</td>
<td>10</td>
<td>C</td>
</tr>
<tr>
<td>1 day - 1 week</td>
<td>5</td>
<td>D</td>
</tr>
<tr>
<td>&gt; 1 week</td>
<td>0</td>
<td>F</td>
</tr>
</tbody>
</table>
This year, less than a quarter of the companies responded within five minutes, earning an A grade in promptness. Most companies took up to one day to respond, earning a C grade.

The Education industry performed highest in the promptness category with 36% scoring an A grade, while 35% of companies in the Auto-Sales industry also scored within this range. Incentives from manufacturers plus stiff competition have forced auto dealers within this industry to be prompt in lead follow-up.

An interesting finding that our researchers wanted to point out is that of the companies that received an A score in promptness and a personalization score of a C or higher, about 90% of these companies used email, versus making a phone call or sending a text message.
Persistence

Engaging with a lead is critical, but one attempt is almost never enough to be successful. Best-practices research proves that increasing your number of attempts will yield increased conversions:

- Attempting to contact a lead just three times instead of once will double response rates.8
- Companies with the fastest growing revenues were most likely to attempt to contact a lead five to eight times.9

To assign a score for persistence, we counted the total number of times a company attempted to contact each lead through email, voicemail, and text message over a 22-day period. While the persistence range ran from 1 to 113 attempts, most companies received a D grade by making either just 1-2 attempts or by excessively contacting a lead with 16-20 attempts.

To rate persistence, we based our grading scale on what previous studies have proven to be the optimal number of touches. We also considered that, at a certain point, too many contact attempts produced diminishing returns.

24% of companies earned an A grade by making five to eleven attempts.

**Grading Key:**

<table>
<thead>
<tr>
<th>Number of times contacted</th>
<th>Persistence Points</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>F</td>
</tr>
<tr>
<td>1-2</td>
<td>5</td>
<td>D</td>
</tr>
<tr>
<td>3-4</td>
<td>15</td>
<td>B</td>
</tr>
<tr>
<td>5-11</td>
<td>20</td>
<td>A</td>
</tr>
<tr>
<td>12-15</td>
<td>10</td>
<td>C</td>
</tr>
<tr>
<td>16-20</td>
<td>5</td>
<td>D</td>
</tr>
<tr>
<td>20+</td>
<td>0</td>
<td>F</td>
</tr>
</tbody>
</table>
Nearly half of companies gave up after 1 or 2 attempts to follow up with the lead.

Persistence is the only category in which over half of our respondents received a D grade. This is not surprising, since persistence puts the greatest demand upon a sales representative’s time. Companies are now starting to turn to automation solutions to increase their number of contacts with each lead and to capture every possible opportunity without overburdening the sales team.

Automotive Sales scores the highest for four years in a row.

The difference between A scoring industries was a lot closer this year than in previous years, with a meager 14% difference between the top two industries and 2-9% differences between the other industries studied. This was a stark contrast to last year where the top two industries were almost 30% apart in their achievement of an A score.

This year, more companies received an A or B grade than over the past four years of this study. Likewise, fewer companies received a C or D grade than over the past four years of this study. In general, this shift is not surprising as more companies are integrating AI to help automate lead engagement and follow-up into their sales process.
Persistence Insights (cont’d)

The chart below is a histogram offering another way to view the persistence of our study participants. It shows the number of companies that reached out to our secret shopper, and each bar shows the percentage of companies that continued to reach out a number of times. This histogram is heavily skewed toward fall off in persistence, showing that most companies reached out too few rather than too many times.
Market research proves that personalizing email communications with an inbound lead significantly increases the likelihood of successful engagement and conversion:

- Sending an email from an email address associated with an individual rather than a company name can increase your email click through rate by 31%.
- Emails with personalized subject lines are 26% more likely to be opened by the recipient.
- Including a signature in your email improves email response rates by 22%.
- Emails that resemble a personal letter are opened 137% more and clicked through 129% more than a graphics-heavy email with generic “To” and “From” fields.

With these statistics in mind, our researchers created a five-part standard to evaluate each individual response for personalization:

1. Personalized greeting – Did the message refer to the secret shopper by name?
2. Individual sender – Did the “From” line of the email list a human name, or a company, team or department name?
3. Signature or contact information – Did the message provide contact information for the sender?
4. Success factor – Did the sales associate move the conversation forward?
5. Personalized content – Did the content of the email reference the lead’s initial request?

Unlike in previous years when phone responses and text messages were not graded for personalization, all emails, voicemails, and text messages in this latest study were graded for personalization using the above five-part rubric.

Key finding: Personalization is the only P in which A grades fell compared to last year.
Personalization (cont'd)

Example of a well-personalized email:

Let's talk next steps

Jane Perez
11:18 AM (9 minutes ago)  
Dear Taylor,
Thank you for your inquiry. I see that you are interested in purchasing a 2018 SUX. Shopping for a new car can be difficult and I would be happy to assist you through the process. Let's schedule a brief phone call so I can learn more about your needs and so we can find a time for you to come in and see our selection of SUVs. I look forward to hearing from you soon.

Sincerely,
Jane Perez
Sales Manager
Sun Valley Hyundai
jperez@sunvalleyhyundai.com
560.437.9980

Example of a poorly-personalized email

Where did all my bandwidth go?

SolarWinds
11:18 AM (9 minutes ago)  
Dear Taylor,
Whether it's business critical apps, streaming media, or the occasional online game, excess bandwidth usage can make even the most robust network feel slow. Tracking down bandwidth hogs and, more importantly, monitoring the impact of your end users is fast and easy with SolarWinds. Download a free trial today!

Sincerely,
The SolarWinds Team
www.solarwinds.com

Example of an email that makes no personalization effort:

Visit Vandergriff Honda Today!

Grading Key:

<table>
<thead>
<tr>
<th>Number of Personalized Elements</th>
<th>Personalization Points</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1</td>
<td>0</td>
<td>F</td>
</tr>
<tr>
<td>2</td>
<td>5</td>
<td>D</td>
</tr>
<tr>
<td>3</td>
<td>10</td>
<td>C</td>
</tr>
<tr>
<td>4</td>
<td>15</td>
<td>B</td>
</tr>
<tr>
<td>5</td>
<td>20</td>
<td>A</td>
</tr>
</tbody>
</table>
This year, 63% of companies made an effort to send tailored responses by including four or more personalization elements in their follow-up communications.

Many companies implement autoresponders, which become their first touch with inbound leads. As a result, initial inbound lead engagement often feels impersonal. Present day marketing automation tools have the capabilities that can help personalize this first communication, including capturing and using form fields as variables in their replies to these inbound leads (e.g. Such as greeting the lead by their first name in your first autoresponder email).

While personalization was the only P that improved among companies in 2017, this was the one category that experienced a sizeable decline this year. Personalization improved continuously from 2015 when only 8% of companies earned an A in personalization to 53% of companies earning an A in 2016 to 72% receiving an A in 2017. Surprisingly, however, only 38% of companies earned an A in 2018. 5% of companies received an F in personalization this year compared with 0.6% last year and 1% in 2016.

It is worth noting that some adjustments were made to the grading procedures for personalization this year. This change reflects the ever increasing need for greater personalization in communications in order to keep prospects engaged.
Last year, one of the five personalization metrics was whether or not companies responded to their leads during business hours. The researchers felt that this was irrelevant for personalization and decided to replace it with a new standard this year. Instead, they emphasized an aspect that hadn’t previously been taken into consideration: whether or not the response made an effort to move the conversation forward.

Responses were graded with a more critical eye, explaining why fewer than 40% earned an A this year. Another reason for this variance could be the fact that in previous years, the researchers only graded the first email that came in from each company, whereas this year, all responses were graded for personalization.
Performance

This year, a company’s performance was measured based on whether or not their responses could successfully reach the secret shopper’s “Primary” Gmail inbox, rather than their “Promotions,” “Social,” or “Spam” folders. Research shows that on average, 50% of business emails end up in spam folders, a number that remains consistent across various industries and organization sizes.

Each company’s overall performance grade was calculated by computing the mean number of performance points earned across all responses delivered by the company. From there, we assigned the numerical score to a letter grade based on the same grading scale used to determine the company’s overall grade.

### Grading Key:

<table>
<thead>
<tr>
<th>Gmail Tab</th>
<th>Performance Grade (Points)</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spam</td>
<td>0</td>
<td>F</td>
</tr>
<tr>
<td>Social</td>
<td>5</td>
<td>D</td>
</tr>
<tr>
<td>Promotions</td>
<td>5</td>
<td>D</td>
</tr>
<tr>
<td>Primary</td>
<td>20</td>
<td>A</td>
</tr>
</tbody>
</table>

### Good examples:

Good examples:

![Good example image]

### Bad examples:

Bad examples:

![Bad example image]
It is also important to note that the grading procedures changed significantly this year in comparison to previous studies. In the past, the commissioned researchers used SendForensics’s Email Deliverability Test\textsuperscript{15} to assess how likely an email would be to trigger the spam filter. This year, performance was graded based on which Gmail folder companies’ email responses were received by. This explains why such a high percentage of companies received an A – because most of the email responses landed in the “Primary” Gmail inbox folder.

Our research team took a closer look at the correlation between personalization and performance of the companies’ responses. Our research revealed that the majority of responses that landed in the “Primary” inbox earned an A in personalization. The image below breaks this down:

### Performance Grade Distribution by %, 2018

<table>
<thead>
<tr>
<th>Grade</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>48%</td>
</tr>
<tr>
<td>B</td>
<td>21%</td>
</tr>
<tr>
<td>C</td>
<td>20%</td>
</tr>
<tr>
<td>D</td>
<td>5%</td>
</tr>
<tr>
<td>F</td>
<td>7%</td>
</tr>
</tbody>
</table>

### Performance Grade Distribution by %, 2015-2018

<table>
<thead>
<tr>
<th>Year</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>17%</td>
<td>10%</td>
<td>11%</td>
<td>44%</td>
<td>18%</td>
</tr>
<tr>
<td>2016</td>
<td>2%</td>
<td>1%</td>
<td>48%</td>
<td>48%</td>
<td>17%</td>
</tr>
<tr>
<td>2017</td>
<td>21%</td>
<td>8%</td>
<td>48%</td>
<td>22%</td>
<td>31%</td>
</tr>
<tr>
<td>2018</td>
<td>54%</td>
<td>39%</td>
<td>35%</td>
<td>34%</td>
<td>7%</td>
</tr>
</tbody>
</table>

### Top 5 A Scoring Industries in Performance, 2018

- **Insurance**: 54%
- **Education**: 41%
- **Manufacturing**: 39%
- **Real Estate**: 35%
- **Telecom**: 34%

### Performance Grade Distribution by %, 2015-2018

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>43%</td>
<td>21%</td>
<td>54%</td>
<td>2%</td>
</tr>
<tr>
<td>B</td>
<td>48%</td>
<td>8%</td>
<td>22%</td>
<td>1%</td>
</tr>
<tr>
<td>C</td>
<td>48%</td>
<td>20%</td>
<td>31%</td>
<td>2%</td>
</tr>
<tr>
<td>D</td>
<td>75%</td>
<td>20%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>F</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Overall Grades for Lead Follow-Up

Overall grades were determined by averaging each company's scores across all four categories and then converting them to a letter grade using the following key:

Grading Key:

<table>
<thead>
<tr>
<th>Averaged Total Points</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-20</td>
<td>A</td>
</tr>
<tr>
<td>11-15</td>
<td>B</td>
</tr>
<tr>
<td>6-10</td>
<td>C</td>
</tr>
<tr>
<td>1-5</td>
<td>D</td>
</tr>
<tr>
<td>0</td>
<td>F</td>
</tr>
</tbody>
</table>

Insights:

- Of the 905 companies that responded to our inquiries, just 154 companies (or 17%) received an overall A grade.
- More than half of the responding companies (57%) earned an overall B grade, while about a fourth (23%) earned an overall C grade.
- Similar to the past 2 years, less than 5% of companies received an overall D grade.
- For the fourth consecutive year, no companies received an overall F grade.

It is also worth noting that some possible reasons why companies' overall grades improved significantly this year is because three of last year's worst performing industries (Ad/Marketing, HR/Recruiting and Media/Publishing) were removed from the study. In 2017, 63% of companies in each of these three industries did not respond at all.
The Automotive-Sales industry again scored highest overall, with 37% receiving an A grade, significantly outperforming all other industries. The Real Estate industry placed second, with 18% scoring an A.

Of the nine industries researched for this study, none of the participating companies within the telecom industry earned an A. Less than 5% of included companies in the Mortgage Lending, Manufacturing and Insurance industries earned an A grade.
This year, the commissioned researchers decided to take a closer look at companies’ use of text communications to engage with their leads. Of the 1,208 companies that were secret shopped, 10% of these companies asked for permission to follow up with their inbound leads via text message. Whenever the option was given, the researchers opted in to receive text messages.

Of the companies that asked for permission to text the secret shoppers, only 32% followed up with a text communication. For the companies that did use text messaging, however, texting was not their only way of contacting their inbound leads. Of the responses that these companies sent, 30% were text messages. Another interesting finding was that 5% of companies texted the secret shopper without asking for their permission to send text messages.

The table below highlights the breakdown of responses received and how many were email vs. voicemail vs. text message.

### Response Medium Breakdown

<table>
<thead>
<tr>
<th>Medium</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>73%</td>
</tr>
<tr>
<td>Phone</td>
<td>21%</td>
</tr>
<tr>
<td>Text</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Conversica Customers

- List that used @email: Conversica
- Grand Canyon University
- Penn State Smeal College of Business (MBA)
- Symantec
- Western Carolina University
Steps for Improving Lead Follow-Up

Companies and their sales teams don’t build their business plans with the intention of being impersonal or negligent with lead engagement processes. Even with the best of intentions and thorough planning, they may achieve all 4Ps – Promptness, Persistence, Personalization, and Performance – through their lead follow-up practices.

Companies that want to improve their sales effectiveness can implement the following strategies:

**Promptness**

Respond to an inquiry as soon as it arrives

The majority of companies contacted by our secret shopper took up to one day to respond, earning a C grade. Replying to inbound leads within the first five minutes of their inquiry is ideal for keeping the potential customer interested. With the limited resources that many companies face, it is often impossible for sales representatives to respond personally to every single lead within a 5-minute time window. Tools that automate these responses ensure that sales teams do not neglect their critical leads.

**Persistence**

Make more attempts to contact your lead

Nearly 50% of the companies we contacted made just one or two attempts to reach their inbound leads. Increasing the number of follow-ups from five attempts to eight attempts can significantly improve the success of engaging the prospect. Keep in mind, however, that following up with leads 12 or more times can have diminishing returns. Automating this part of your sales process can quickly improve this metric without putting a strain on your company’s resources.
Steps to Improve Lead Follow-Up (cont'd)

Personalization

Increase number of personalized elements in your email follow-up

4 ELEMENTS

4 OR 5 ELEMENTS

Average result of all companies

Average result of A-graded companies

63% of the companies included in our research this year made an effort to send tailored responses by including four or more personalization elements in their follow-up communications. To craft better, more personalized responses, companies can implement the following five guidelines:

1. Send a greeting with the inbound lead’s first name and sign the email with the name of one of your sales representatives.
2. Send your email responses from a personal email account that the lead can easily reply to, rather than sending it from a generic marketing email address such as “noreply@abc.com” or “marketing@company.com.”
3. Refer to the lead’s specific inquiry within your response, so that the lead feels engaged and perceives the response as personalized.
4. Make an effort to move the conversation forward. For example, propose some dates and times to schedule a phone call.
5. Include specific contact information so the lead can get back in touch with you. Provide a phone number and an email address.
Steps to Improve Lead Follow-Up (cont'd)

Performance

Keep email responses brief and include information relevant to inquiry

80%  
Average result of all companies

91%  
Average result of A-graded companies

Finally, it is important to realize that spam filters are becoming more and more advanced to adapt to new technologies and outreach techniques, and to recognize different types of spam messages. What successfully lands in your prospect’s Gmail inbox today could be marked as spam tomorrow.

Here are some tips to help ensure that your email will successfully land in your lead’s inbox:

- Make sure your recipients have agreed to receive your emails, phone calls, and/or text messages.
- Keep your email personalized with the recipient’s first name and information that is relevant to the recipient (their job, their goals, their posts on social, their companies and their industries).
- Do not send the same automated message to everyone, but instead tailor messages so they feel unique.
- Do not use words that trigger spam filters (e.g. “money,” “cash,” “free,” etc.), all caps, or exclamation points in the subject line and in the body of the email.
- Do not use one large image as your entire email, numerous links, or too many images throughout the email.
- Keep your responses brief and to the point.
- Do not buy/rent email lists.
Conclusion

For the fourth year in a row, Conversica commissioned independent researchers to track inbound lead engagement efforts by U.S. companies across a number of B2B and B2C industries.

Below is a summary of the major findings from this study:

• Companies continue to give up too soon. 48% of the companies we received responses from engaged with their inbound leads by making only one or two contact attempts.

• A bright spot in our study was the increase we saw this year in the number of companies who received an A in promptness, demonstrating that companies have taken action to engage with their leads soon after they receive their inquiries.

• Although the number of companies earning an A in persistence took a dip in 2017, companies improved significantly this year. The percentage of companies receiving an A in persistence jumped from 10% to 24% this year.

• In the overall grade distribution, the Automotive-Sales industry performed the best, with 54% of dealerships earning an overall A.
Companies Researched:

Our commissioned researchers contacted 1,208 companies by filling out an inquiry form on their website expressing interest in their products or services and requesting to be contacted by a member of the target company’s sales team.

The 1,208 companies surveyed included large corporations, medium-sized companies, and small businesses across nine business-to-business (B2B) and business-to-consumer (B2C) industries. The list of companies to secret shop was compiled by starting with the list of companies contacted in previous years’ studies, and then adding top companies in each industry reported by Forbes, companies on Conversica’s list of Node A accounts, and companies requested by Conversica’s Sales Development Representatives.

Making Contact:

Research for this report was conducted over the course of two months, using a secret shopper persona with no linkage to Conversica. Email, telephone, and text message responses from each company were recorded and analyzed for 22 days from the date of inquiry. Any follow-up after the 22 days was disregarded.

Inquiries were made with the intent to put each company in the best position to perform well. However, companies were not contacted or included if there was no formal inquiry form on their website. This differs from previous years’ studies where commissioned researchers would reach out to a company using an email address listed on their website, even when they did not offer a formal inquiry form. All forms of contact were provided when asked, to give the companies the option of responding to their inbound lead via email, phone call, or text message. Inquiries were made during standard business days and hours, Monday through Friday, 9 A.M. to 5 P.M. PT.

Industries Researched:

- **B2B**
  - Technology
  - Telecommunications
  - Manufacturing

- **B2C**
  - Automotive Sales
  - Automotive Service
  - Education
  - Insurance
  - Mortgage Lending
  - Real Estate
About Conversica

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 win more customers by automatically contacting, engaging, and following up with leads via natural, two-way conversations over email and SMS text, using multiple languages.

The Conversica AI Sales Assistant ensures that companies are 100% compliant in the 4Ps, 100% of the time.

Used by more than 1,000 companies worldwide, Conversica’s assistants are built on a proven AI platform integrating natural language processing (NLP), natural language generation (NLG), and machine learning (ML) capabilities.

Recognized by Gartner as a Cool Vendor, Conversica is a portfolio company of Providence Strategic Growth, Kennet Partners and Toba Capital and is headquartered in Foster City, California.

To learn more about how Conversica can help you drive lead engagement forward, call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration. You can also follow us on Facebook, Google+, LinkedIn, Twitter @myconversica, or YouTube.

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