



## Take Action on Your ABM Insights at Scale With the 6sense Integration From Conversica

### What

- Conversica AI Assistants engage leads and customers in personalized, two-way conversations over email, website chat, and SMS to qualify opportunities and accelerate revenue.
- Integrated with 6sense to enrich contacts with additional intent and account-level insights, Conversica delivers hyper-personalized conversations at scale to drive accounts through the customer journey.

### Why

- Empower your Intelligent Virtual Assistants with the same insights and access that their human counterparts leverage. Enrich contacts with additional intent and account-level insights.
- Leads flow into Conversica and are enriched through the 6sense RTS API integration. Enhance routing and segmentation, further tailor each conversation, and personalize every message.
- Bring a deeper level of segmentation, tailoring, and personalization to every exchange with your contacts and target accounts.
- Assist your Marketing and Sales teams with hyper-personalized, AI-driven conversations that engage contacts in two-way, human-like conversations that assess intent and elevate handraisers.

### Results

- Rapid ROI
- 14% response rate

### Take Action on Your ABM Insights at Scale With the 6sense Integration From Conversica

Account-Based Marketing (ABM) helps your business identify target accounts that fit your ideal customer profile (ICP), go after buyers within those accounts, and drive better personalization and opportunities. But even if ABM strategies are effective, **scaling ABM execution presents a major challenge** due to team capacity constraints.

With the new **6sense integration**, Conversica taps into the insights your organization has already invested in, enriching lead and contact data with predictive information such as intent score, buying stage, and segment. **Conversica AI Assistants supercharge your ABM strategy** by extending the direct 1:1 outreach beyond your top tier accounts, increasing volume, quality, and value of engagement on every targeted account. By leveraging enhanced insights to segment and route contacts, Conversica AI Assistants conduct meaningful and relevant human-like outreach and offer two-way conversations across every point of the customer journey.

When the AI Assistant gets a response—and they do over **14%** of the time—they engage in a two-way human-like dialog, warming up the contact and handing them over to their human counterparts only when they are truly ready to talk. These enhancements to our conversation architecture have made it a snap to segment and build hyper-personalized conversations. The enriched exchanges and adaptable conversation architecture are just a few of the things that contribute to customers' rapid rate of return; with **an average of 30-day time-to-value** and many customers seeing a positive ROI in just weeks.

**“Out of the 15 to 20 Conversica conversations that we run, ABM Outreach has very quickly become our most-used skill. I really appreciate the flexibility of the messaging. We can have conversations with prospects that lead with the customer’s pain point and clearly show how ATS can help them solve it. The ability to map our solution to a unique business problem in our outreach is essential, especially as we expand into new industries.”**

**Josh Copp**  
Managing Partner at ATS Dealers

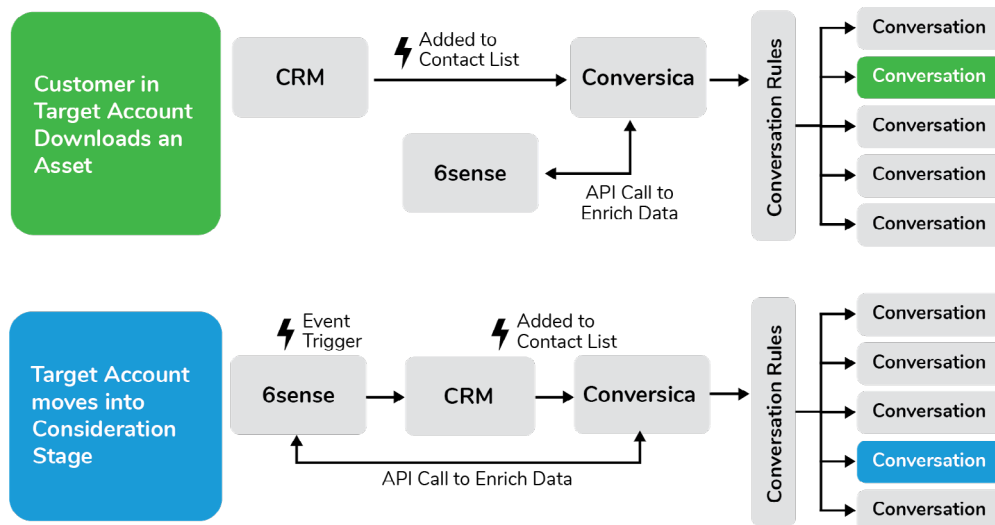
## What It Is and How It Works

The 6sense integration with Conversica offers dynamic enrichment of contact data with predictive buying and account insights. Revenue teams receive contact-based information from their CRM and enrich that data to help segment, route, and personalize every communication.

Contacts are automatically added to Conversica via your CRM either through the traditional action and engagement-based

triggers—for example, when a lead attends a webinar—or based on 6sense’s predictive modeling that identifies accounts and contacts as in-market. Either way, once a contact is identified for outreach, Conversica calls out to 6sense to obtain the account and buying insights which help to properly segment the contact, routing it to the most tailored conversations, and enriching each communication.

### How Does the 6sense Integration Work?



## Personalized Conversations With Every Target Account

Effectively incorporate ABM insights beyond direct Sales outreach—and better communicate with ICPs within your top-tier accounts. Conversica AI Assistants use ABM insights to identify whom to target and tailor their outreach and dialog based on the data gathered, just as their human counterparts would. Our AI Assistants **alleviate capacity restrictions** holding back your revenue teams by proactively engaging contacts and target accounts with personalized, two-way communications.

Our Conversational AI:

- Works alongside your Sales team to better target your account list with direct 1:1 outreach
- Complements your Demand Gen and Marketing activities by reaching out at the first sign of interest with personalized human-like engagement
- Autonomously identifies and accelerates handraisers



Good morning Robert!

In this uncertain business climate, maximizing ROI is top of mind for marketing leaders, such as yourself. Conversational AI for marketing is a great way to ensure that no lead is left behind.

I wanted to share a thought leadership paper about how XYZ company is using conversational AI, with CRM integration, to deliver personalized customer interactions at scale to leave no lead behind.

If this is helpful, I could share a white paper on how Conversational AI helps marketing teams to deliver business outcomes. Would you be interested? Best,

Jenny Woods  
Customer Relations Assistant Conversica

## Direct, Two-Way Conversations at Scale

### Don't just touch every contact—talk with every contact.

Direct, personalized, two-way dialog increases the depth and value of each contact's experience with your organization and surfaces handraisers earlier. **Direct 1:1 outreach from an AI Assistant delivers higher engagement and conversion rates** than simply incorporating personalization into Marketing nurture or Sales outreach motions. AI Assistants leverage demographic, firmographic, and intent data from Salesforce and 6sense to conduct meaningful, two-way dialog with each contact—warming them up and surfacing them only when they ask to talk with your team.

## Simple to Setup and Manage

With Conversica, you don't have to build out thousands of messages and manage hundreds of workflows. Conversica's Variable Based Conversation Architecture allows you to tailor the key aspects of the conversation to a specific segment. Clone conversations with one click and modify only what's necessary for the next segment. It's a snap to create tailored multi-turn conversations for every industry, person, and buying stage. With Conversation Rules, you define the routing rules once—and when a new lead is added to the contact list—it is automatically identified, enriched, and routed to the most relevant conversation.

**"What's exciting to us about the new ABM Outreach skill is the ability to match specific pain points—whether it be by persona, title, or industry—with a tailored value statement increasing the relevance to the contact. The impact of these added variables, in the ICP Outreach conversation, has led to an engagement and hot lead rate +10% higher than our standard Conversica conversations."**

**Jill Marguette**

Director Demand Gen & Marketing Ops

## Explore Conversica for Yourself

To learn more call +1 (888) 778 1004, email [sales@conversica.com](mailto:sales@conversica.com) or visit [www.conversica.com](http://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](http://conversica.com) and follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).