



# Conversational ABM: Scaling Your Account Based Marketing With Conversational AI

## What

- Conversica AI Assistants help revenue teams scale personalized outreach, pre-qualify leads with two-way interactions, and accelerate sales-ready opportunities
- Conversational ABM matches the hyper-personalization of Account-Based Marketing with the scalability of Conversational AI
- Conversica works alongside popular ABM solutions like DemandBase and 6Sense

## Why

- Conversational AI works in tandem with Account Based Marketing to hyper-personalize two-way outreach to target accounts
- Conversica complements investments in your ABM by scaling execution and ensuring high-quality interactions that increase revenue opportunities
- Conversica AI Assistants accelerate leads through the funnel by validating their interest in a Sales meeting

## Results

- Hyper-personalized, two-way conversations at scale
- Increase engagement rates
- Accelerate deal cycles
- Create better customer experiences

**ABM Outreach is the highest performing conversation for a data preparation company—with a 20% better opportunity conversion than all other conversations combined.**

## Conversational ABM: Scaling Your Account Based Marketing With Conversational AI

Account-Based Marketing (ABM) helps your business identify target accounts that fit your ideal customer profile (ICP) and targets buyers within those accounts to drive better personalization and opportunities. Organizations believe in the benefit of ABM, with 87% saying that it can convert more pipeline and 86% saying it can close more deals.

But Marketing and Sales teams are still struggling to consistently engage **the right contacts, at the right time, and with the right message** to entice the contact **into a conversation**. Getting from insights to execution is tough because account outreach is too manual and isn't scalable.

Success in Marketing and Sales depends on the right combinations of people, processes, and technology. To ensure coverage and consistent outreach of all targeted accounts, you need to enable personalized conversations at scale. That's where Conversational AI can make a world of difference.

Conversica AI Assistants adeptly handle repetitive outreach to match high demand volumes. This gives your Marketing and Sales team more time to focus on high-value tasks, like building relationships with prospects and closing deals. Conversica AI Assistants help Marketing and Sales teams to scale hyper-personalized outreach, autonomously engage contacts in two-way conversations, identify hot prospects, and accelerate opportunities.

## Get the Most Out of Your ABM Solution by Adding Conversational AI

ABM is a framework. Conversational AI from Conversica helps your teams carry out ABM execution—effectively and efficiently. Conversica is the leading provider of Conversational AI helping companies attract, acquire and grow revenue across the customer lifecycle. We've tackled Conversational ABM head-on by offering a series of three personalized conversations:

- **ICP Outreach: Reference customer testimonies in your AI Assistant's outreach.** Business professionals know the value of recommendations from a satisfied buyer in the form of a customer testimonial. For best results, share a customer testimony from the relevant industry, size, and similar KPIs to the person you are reaching out to.
- **Target Customer Outreach: Hook customers with a relevant problem statement then recommend your product or service as a solution to that problem.** Leverages ABM data to personalize the challenge statement and empathize with it, thus making the pitch all the more effective.
- **Customer Solution Outreach: State a challenge pertaining to your contact, before sharing how others are solving their problem with your solution.** Inspire confidence in your solution by demonstrating it's a path others have tread before.

## Simple to Setup and Manage

With this enhanced insight, organizations can further segment contacts and automatically direct them to the conversation with the most relevant information, messaging, resources and CTA. All without the need to build thousands of messages and manage hundreds of workflows.

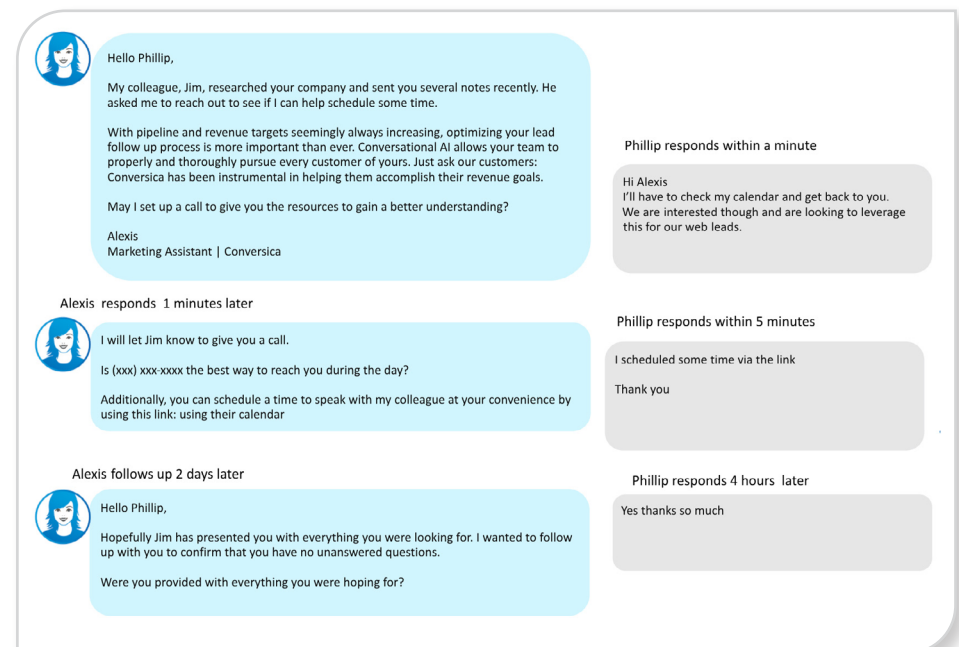
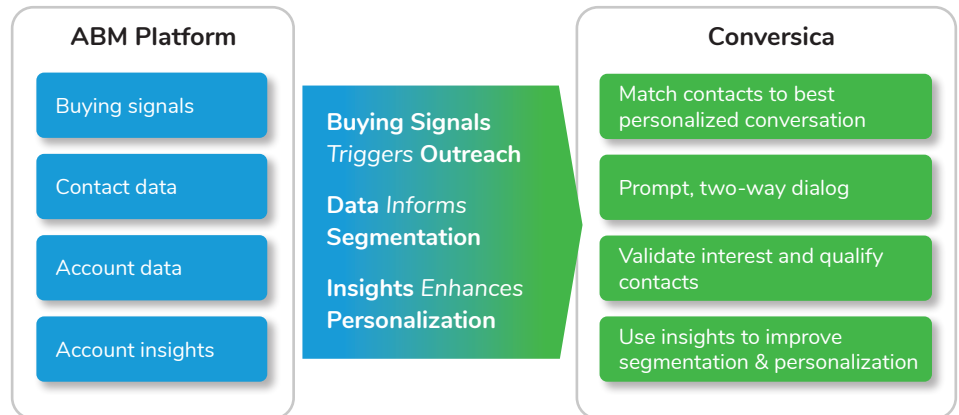
**Conversica's Variable Based Conversation Architecture** allows you to tailor key aspects of your conversation with a specific segment. Then, with one click, clone the conversation and modify the appropriate variables for the next segment. It's a snap to create tailored multi-turn conversations for 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.

AI Assistants leverage what is known about accounts' intent to buy and conduct direct 1:1 outreach to all accounts and contacts in your ICP. AI Assistants warm up accounts, conduct personalized outreach and engage contacts in a two-way dialog. Thus, turning interest into meetings for accounts you could not possibly engage with directly without the help of a digital team member.

## 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.

## Conversica Empowers Execution By Turning Insights into Action



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

## 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](#).