

CONVERSATIONAL AI HEROES:
Legendary Marketing & Sales Customer Stories

INTRODUCTION

What are **Conversational Heroes** made of? Revenue teams are always looking to champion their technologies, processes, and people to uncover and accelerate revenue opportunities.

Fortunately, there is a solution helping supercharge Marketing and Sales teams as they engage, qualify, and accelerate revenue opportunities: **Conversation Automation from Conversica**.

Conversation Automation solutions—including Intelligent Virtual Assistants—help companies of all sizes scale personalized, two-way conversations that drive revenue opportunities.

Conversica AI Assistants autonomously engage leads in two-way conversations, battle-tested to move leads through the customer journey. By scaling prompt, persistent, and personalized conversations across email, SMS, and website chat, **Conversica AI Assistants turn Marketing and Sales professionals into superheroes!**

Meet Our Customer Heroes

In the following customer stories, you'll meet innovative revenue team leaders that are leveraging Conversational AI from Conversica to significantly boost lead engagement and conversion for their companies.

Here are the companies you'll learn about:



IHS Markit®



Hootsuite

YES, THERE ARE REAL NUMBERS

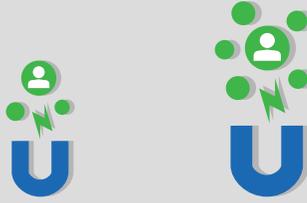
If you're a little skeptical, we don't blame you. We had to re-check the math a few times ourselves, just to be sure. But this is really what Conversica AI Assistants for Marketing and Sales delivered in 2021.

Traditional Nurture vs. Conversica



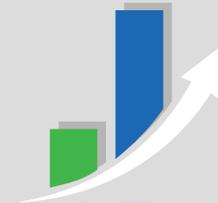
1.27% vs **9.88%**
click-thru rate¹ vs reply rate

It's not really apples to apples—more like apple seeds to apple pie—but honestly, nobody does engagement like Conversica



0.3% vs **3%**
Hot lead rate² vs Hot lead rate

Just slide that decimal point to the right and enjoy 10x the handraisers



3.7x
more opportunities than standard automation

Give your Sales team something to really sink their teeth into.



10 days
to "Hot"

As in, 10 days from initial outreach to the lead saying, "Yup, let me talk to Sales." How's that for pipeline velocity?



7,388 hours
of capacity added annually

Our AI Assistants give more than 30 hours a day back to your team—extra time to focus on the stuff they do best.



>10x
return on investment

Turn \$1 into \$10. Or \$36. Or \$52. Check the ROI calculator to see what Conversica can do for you.

¹ Constant Contact, [Average industry rates for email as of February 2022](#)

² 2021 Gartner Technology Marketing Benchmarks

MARKETING HEROES



Challenge

Adam Benitez, Marketing Operations Manager at Talend, wanted to make sure his team's martech stack was as rigorous as it could be. The Marketing team at Talend prides itself on keeping a pulse on new technologies to drive ROI, boost efficiency, and keep up with large swaths of untouched leads. **With serious incremental revenue on the line, engaging every single leads was very important.** This includes C-ranked leads that had a low probability of converting—which were hard to justify chasing down, but whom the team still **suspected had some hidden value.**

Solution

When first examining the possibility of adopting an AI Assistant, much of the team was skeptical that it could deliver. But after just one month, the team was blown away by the results Conversica delivered. **Within the first year,** Talend handed over 21,000 leads to Conversica and were amazed to see a **31% engagement rate** with leads, prompted by two-way interactions delivered by the AI Assistant. This helped **surface 890 hot leads** from a pool of low-quality leads that SDRs typically wouldn't touch, generated almost **\$10 million in pipeline**, and **converted nearly \$1 million in bookings.**

Results

- **31% engagement rate in two-way conversations with AI Assistant**
- **Surfaced 890 hot leads from pool of low-quality leads**
- **Created \$10 million in pipeline opportunities within the first year**
- **Helped win nearly \$1 million in bookings**



“Once the team was able to understand that Conversica truly is using AI-powered conversations to contact, engage, and qualify leads, there was no question at all that Conversica would be great for Talend.”

Adam Benitez
Marketing Operations Manager
Talend

MARKETING HEROES



Challenge

Tyler Fields, Senior Director of Growth Marketing at Corelight, ran into a common problem facing Marketing teams—there are **too many leads and not enough ‘people power’ to work them effectively**. Nevertheless, the team knew there were opportunities hidden amongst their untouched leads. The team was similarly interested in **prompt email follow-up for event attendees** and **reactivating dormant leads** to uncover potential opportunities. All of these contacts need education about the company’s offerings to motivate them to convert.

Solution

Corelight brought on a Conversica AI Assistant for Conversational Marketing to help engage leads in two-way conversations at scale, and help move leads through the funnel. **Event attendees** are autonomously **delivered relevant content** by the AI Assistants. Similarly, Corelight uses its AI Assistant to **cultivate early interest from pre-MQLs, reactivate dormant leads, and reach out to event registrants to generate interest or set meetings in advance**. During these two-way conversations, the AI Assistant identifies intent and passes sales-ready leads to a Salesperson for a meeting.

- ## Results
- **7600 leads messaged, 40,000 emails, 2000 hours saved**
 - **12.5% conversion rate from leads touched by AI Assistant**
 - **10X return on investment in Conversation Automation**



“Conversica and our Inside Sales team have great synergy. Our AI Assistant is a great asset for us—following up on all MCLs or leads in nurture status which allows ISRs to focus on the important MQLs. It’s a perfect match... Conversica helps us make money and save money. I would do it again in a heartbeat.”

Tyler Fields
Senior Director
of Growth Marketing
Corelight



MARKETING HEROES

Challenge

Byron O'Dell, Head of Corporate Marketing and Executive Director at IHS Markit, has a good problem—IHS Markit generates a lot of interest in its services. But a good problem is still a problem when you **can't keep up with an excessive number of incoming leads from website traffic, in-person events, virtual events, content downloads**, and more. The Marketing team needed a scalable way to elevate leads fitting its ideal customer profiles or identify sales-ready leads.

Solution

IHS Markit adopted a Conversica AI Assistant for Conversational Marketing to help determine which leads really were ready to talk to a Salesperson. This went beyond traditional lead scoring—which is simply an estimate of how likely a lead is to convert based on their digital body language. Their AI Assistant autonomously and directly asks contacts if they are **interested in talking to a Salesperson**, if they **have any questions, updating contact information, sharing relevant content**, or **opting out uninterested parties**. This proved to be a huge success. Conversica helped IHS Markit pass high-quality leads to the Sales team.

- **Results** ● **44% engagement rate between leads and the AI Assistant**
- **39x return on investment in Conversation Automation**



“As a result of Conversica, we’ve been able to touch nearly every inquiry that comes into the business with an Intelligent Virtual Assistant. And that’s uncovering incremental, high-quality leads to support the Sales team. We are making rapid and thorough first contact, and we are doing it at scale.”

Byron O'Dell
Head of Corporate Marketing
and Executive Director
IHS Markit

SALES HEROES



Challenge

Aline Mardelli, Senior Manager of Ticket Sales at LA Galaxy, serves a large fan base. But with large lead pools inevitably comes a common challenge: effectively engaging those leads and converting them into customers. Account Executives simply **didn't have enough time to effectively reach out to prospects**. With a small Sales team, Aline knew that they were missing out on opportunities. Not to mention, the LA Galaxy had to contend with shutdowns due to the pandemic and navigate new ways to keep fans engaged.

Solution

With the introduction of a Conversica AI Assistant, the team was able to **generate sales from leads who would otherwise have gone uncontacted, including some people who had previously been unresponsive**. Conversica empowered the Sales team to easily collect and validate user contact information, pursue and qualify leads at scale, and improve relationships between Marketing and Sales. Instead of having to dedicate a lot of time to tracking down ticket sale opportunities, the AI Assistant **elevated conversation-qualified opportunities** for Sales to convert customers. This saved time while also delivering a 3.1-to-1 return on investment. Additionally, the LA Galaxy used their AI Assistant to **invite fans to camps and clinics while large events were paused**.

Results ● **102% revenue during the pandemic**

● **163% revenue post-shutdown**

● **3.1 return on investment**



“Our Conversica campaigns have made a great impact on our revenue and have also helped us collect data on clients. We are also able to use our AI Assistant to help fans with answering customer service questions in a more streamlined way.”

Aline Mardelli
Senior Manager of Ticket Sales
LA Galaxy

SALES HEROES



Challenge

Ana Baroncelli, Director of Pipeline & Marketing Automation at Hootsuite, wanted a better way to enable the Sales team to **tackle high lead volume**. Because of Hootsuite's popularity, the number of **inbound leads outpaced** the team's ability to engage them. This resulted in **missed opportunities**. Additionally, the Sales team struggled with **low-quality leads** and spent **too much time chasing** the wrong leads at the wrong times.

Solution

The Hootsuite team quickly realized that Conversational Sales from Conversica could dramatically improve outcomes. The ability to deliver **greater personalization, speed, and persistence at scale** helped to **elevate sales-ready leads**. Hootsuite's strongest use case for Conversational AI is **filtering all content leads** through Conversica as a first step in the customer journey, by which they've **boosted engagement rates from 0.5% to 4%**, which translates to about half of their demo request engagement rate. Additionally, the team routed all leads that were not high intent through their AI Assistants, which increased lift as well.

- Results**
- **10x conversion rate from content leads**
 - **More than 108,000 total saved hours**
 - **4% engagement rate from content leads (up from 0.5%)**



“We were struggling with figuring out how many nurture flows we needed—and how many emails we needed per nurture flow. It was a very resource-intensive process... Conversica was the solution we needed to find the needle in the haystack.”

Ana Baroncelli
Director, Pipeline & Marketing Automation
Hootsuite



About Conversica

We make every connection personal.

Conversica is the leading provider of Conversational AI helping companies attract, acquire and grow revenue across the customer lifecycle. Our omnichannel AI Assistants engage in human-like, two-way dialogue in real-time or on buyers' time to boost productivity, increase performance, and ultimately drive revenue opportunities.

With built-in best practices and over a decade of experience with 1 billion interactions, Conversica AI Assistants help Marketing, Sales, and Customer Success teams work smarter to meet customer expectations. Empower your revenue teams with true, sophisticated AI-powered by Natural Language Processing (NLP), deep learning capabilities, and business process automation.

To learn more, visit www.conversica.com or follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).