



Getting the Most Out of Virtual Events Through Pre-Event and Post-Event Activities

What

- Intelligent Virtual Assistant software that automatically contacts and engages all your leads via two-way email conversations

Why

- Personalized pre-event outreach to drive attendance and registrations
- Promptly reach out to every single lead right post-event, regardless of lead volume
- Eliminate the guesswork of determining lead intent by letting leads tell you what they want
- Find the hot leads faster, get more at-bats and close more deals, more quickly

How

- Initiates and manages personal one-to-one email conversations with all of your leads
- Interprets email replies from leads and automatically alerts a Sales rep the minute the lead demonstrates intent to buy
- Stops messaging leads when they say “no thanks”
- Shows lead follow-up and response and details of every conversation, so you can be sure no lead is ever dropped
- Integrates with marketing automation platforms and CRMs for easy tracking and reporting

In-person events and trade shows are a popular method for Marketing and Sales teams to promote their products or services while engaging leads during face-to-face interactions. However, large-scale events are shuttered for the time being causing Marketers and Salespeople to shift to virtual events.

To get the most out of virtual event investments, organizations need to promote pre-event registrations and then discover the hottest leads with post-event follow-up.

A successful virtual event or webinar may generate hundreds or even thousands of leads at once. This is a challenge for overwhelmed Sales reps to deliver a personalized touch to each and every prospect and attendee. As a result, Sales reps often cherry pick leads for follow-up based on company size, industry or just their gut instincts. And while they invest time endlessly chasing what they hope are good leads, the bulk of the leads grow stale.

Clearly, organizations need a better solution to get the most out of their virtual events. Enter the **Intelligent Virtual Assistant (IVA)**.

An Intelligent Virtual Assistant is an AI-powered, SaaS-based software application that serves as a virtual team member and autonomously engages contacts, customers, prospects or partners in human-like, two-way interactions at scale, to drive towards the next best action accelerating revenue.

IVAs, such as the **Conversica Sales AI Assistant**, reach out to drive attendance and schedule meetings ahead of your events. Similarly, the IVA connects with leads as the first point of contact following an event to determine interest and match it with the next best action, such as nurturing the lead over time or passing a hot lead over to your Sales team.

An Intelligent Virtual Assistant helps maximize your return on investment in virtual events by ensuring that every lead is touched promptly, persistently and politely until intent is determined. By automating these activities, your employees can focus on the work they do best such as hosting the event, building relationships with contacts and closing deals.

Challenges:

- **Lead scoring doesn't reveal purchase intent** – A lead may have attended your event and been assigned a lead score, but that doesn't mean you found a real buyer.
- **Never enough Sales resources** – It typically takes eight or more calls to reach a lead but only 10 percent of Sales reps persist in engaging a lead after failing the first few times. Today's Sales model doesn't scale. It's a losing battle.

- **Your lead scoring system misses the real-time opportunity by hours or days** – The first 30 minutes after a lead comes in are crucial. If you miss out on that window, you are 21x less likely to close the Sale.
- **Sales needs more information to do a good job** – Sales teams need the right person to call, when to call and the right contact information. Leads will volunteer information if you ask.

Wouldn't It Be Great If You Could Hand-Off Just the Hot Leads That Are Ready to Buy Now? You Can with Conversica.

Conversica's Intelligent Virtual Assistant software application automatically engages your leads by creating two-way email or SMS-based conversations, using a custom human persona complete with name, title and contact information.

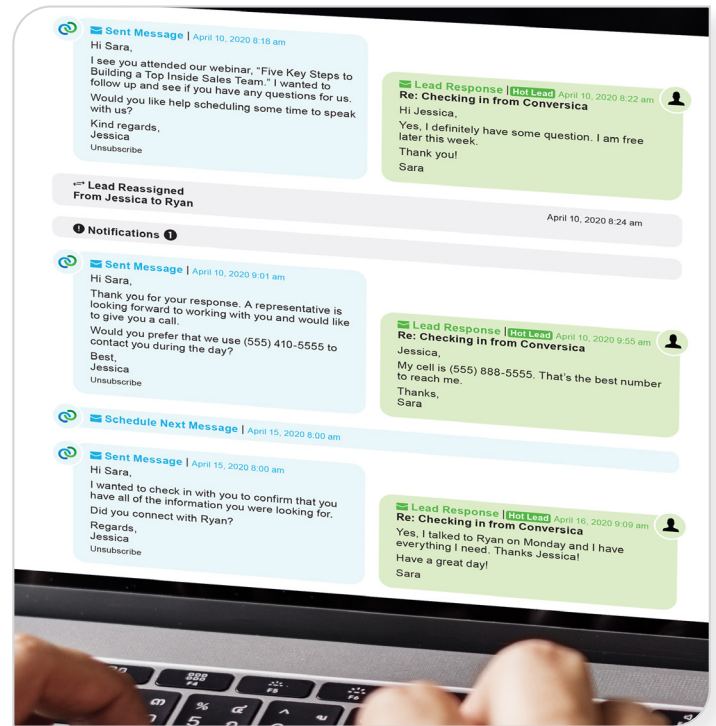
Because the system is driven by Artificial Intelligence, your Intelligent Virtual Assistant is able to determine a lead's purchase intent in real-time by interpreting text in the email response. Better yet, the IVA will automatically alert a Sales representative to contact the qualified lead as soon as that purchase intent is expressed, so the rep can contact the lead immediately. And, if the lead says no thanks, the IVA will stop messaging. Bottom line: Sales can focus on the leads that are ready to buy, instead of spending the bulk of their time blindly trying to connect with unqualified or uninterested leads.

Conversica Allows You to:

- **Promote your events with a personalized touch** – Personalized emails perform much better than general email blasts. Use the Conversation Editor to update your campaigns and the AI-powered solution will autonomously generate personalized messages for your contacts.
- **Let Sales reps do more selling and less chasing** – Because Conversica automatically engages and identifies which leads to nurture and which are ready to buy now, Sales can focus on the most qualified leads, saving hundreds of hours per year spent chasing dead-end leads and improving the bottom line. No more guess work.

About Conversica

Conversica is a leading provider of Intelligent Virtual Assistants helping organizations attract, acquire and grow customers at scale. A Conversica Intelligent Virtual Assistant is an AI-powered, SaaS-based software application that serves as a virtual team member and autonomously engages contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action accelerating revenue; whether that's scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.



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

- **Gather valuable information** – Conversica engages buyers before the Sales call, so you can confirm contact details, find the best time to call, and more.
- **Increase Virtual Event ROI** – Conversica promptly, politely and persistently follows up with registrants post-event to determine interest in speaking to a Salesperson. Thus, driving top-line growth, elevating hot leads and increasing virtual event ROI.

Explore Conversica for yourself

To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

Reaching out to over 100 million people on behalf of thousands of companies, Conversica Intelligent Virtual Assistants are built on a proven and patented intelligent automation platform integrating natural language understanding (NLU), natural language generation (NLG), autonomous action chains and deep learning capabilities that engage contacts over multiple communication channels and in multiple languages.

Winning multiple awards including Inc. 5000 fastest growing companies and #6 on Fast Company's most innovative AI companies, Conversica is a portfolio company of Providence Strategic Growth, Kennet Partners and Toba Capital and is headquartered in Foster City, California.